

Model Curriculum

Sales Consultant (Retail)

SECTOR: AUTOMOTIVE
SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (DEALER)
OCCUPATION: VEHICLE SALES
REF ID: ASC/Q1005, Version 1.0
NSQF LEVEL: 5



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK - NATIONAL OCCUPATIONAL STANDARDS

is hereby issued the
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL
for the
MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack: **'Sales Consultant (Retail) Version 1.0'**
QP No: **'ASC/Q1005 NSQF Level 5'**

Date of Issuance : January 1st, 2019
Valid up to* : January 1st, 2022
*Valid up to the next review date of the Qualification Pack


Authorised Signatory
(Automotive Skills Development Council)

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Sales Consultant (Retail)

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Sales Consultant (Retail)” in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	Sales Consultant (Retail)		
Qualification Pack Name & Reference ID	ASC/Q1005, VERSION 1.0		
Version No.	1.0	Version Update Date	15 th May 2019
Prerequisites to Training	Graduate degree/ diploma in any discipline or Post graduate degree/ diploma in Business Administration		
Training Outcomes	<p>After completing this programme, the participants will be able to:</p> <ul style="list-style-type: none"> Identify the scope, role and responsibilities of a sales consultant Manage leads, prospects and potential buyers effectively Execute customer retention campaigns and initiatives Plan for timely sales lead closure and vehicle delivery Maintain post-service, follow-up schedule to ensure customer satisfaction. Organise work to meet expected timelines and quality Work effectively with colleagues and other teams by using proper communication methods Implement the steps required to maintain a clean and safe workplace. Establish safe, healthy and environment friendly surroundings in the organisation. 		

This course encompasses 05 out of 05 National Occupational Standards (NOS) of “Sales Consultant (Retail)” Qualification Pack issued by “Automotive Skills Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	<p>Introduction to Automotive Sales Consultant</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> Identify the scope, role and responsibilities of an automotive sales consultant. Distinguish various sources of lead generation. Identify the special features, the technical and performance specifications and unique selling proposition (USP) of the vehicles of the company. Identify different promotional activities and schemes available from the dealers and original equipment manufacturer (OEM). 	<p>Laptop/Desktop, Net Connectivity, MS Word, MS Excel, Projector, Mobile / Landline</p> <p>Training Kit (Presentations, Trainer Guide)</p>
2.	<p>Handling Leads Generated from Various Sources</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 45:00</p> <p>Corresponding NOS Code ASC/N 1001</p>	<ul style="list-style-type: none"> Organise the leads from various online and offline sources. Identify the established selling steps, policies and procedures. Demonstrate the ways to handle customers which includes providing support in buying process, delivering a sales pitch and attending to queries. Identify the information about the vehicle to be given to customers such as specifications, comparative features, benefits and optional equipment available. Demonstrate operation of vehicle and working of its distinctive features both in the showroom and during test drive. Organise test drive of the vehicle for interested customers. Manage customer order to provide new vehicle to the customer in a timely manner. Maintain the established delivery 	<p>Laptop/Desktop, Net Connectivity, MS Word, MS Excel, Vehicle</p> <p>Training Kit (Presentations, Trainer Guide)</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		process and other paperwork to ensure customer satisfaction.	
3.	<p>Planning Strategies for Customer Retention</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 45:00</p> <p>Corresponding NOS Code ASC/N 1001</p>	<ul style="list-style-type: none"> • Prepare a list of on-going offers, schemes, discounts, promotions, facilities of finance and insurance offered by OEM / dealership for the customers. • Manage various customer retention campaigns and initiatives such as generating ideas, presenting sales proposals, etc. • Use proprietary software to analyse campaign outcomes. • Prepare a report of the campaign outcomes to assist the sales function in decision making. • Analyse the competitive landscape considering competitor dealerships in the area, vehicles offered by competitors and pros and cons of vehicles vis-à-vis those offered by competitors. • Demonstrate the way to attend customer queries related to technical issues, price, taxes, service aspects and competitors' products. • Create a follow up schedule to receive customer feedback, provide service reminders and get referrals. • Communicate with finance, insurance and other departments to get information and to facilitate the sale process. 	
4.	<p>Managing Operations for Lead Closure and Delivery</p> <p>Theory Duration</p>	<ul style="list-style-type: none"> • Demonstrate the appropriate way to enrich the customers' experience such as providing adept service and giving prompt response to their queries. • Demonstrate how to conclude a 	<p>Laptop/Desktop, Net Connectivity, MS Word, MS Excel, Vehicle</p> <p>CRM/ mainframe systems</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 20:00 Practical Duration (hh:mm) 35:00 Corresponding NOS Code ASC/ N 1002	sales process. <ul style="list-style-type: none"> • Arrange the finance and insurance facilities available from the OEM and dealership. • Estimate the final on-road cost of a vehicle considering the taxes and other applicable cost elements. 	
5.	Documentation and Follow Ups Theory Duration (hh:mm) 25:00 Practical Duration (hh:mm) 40:00 Corresponding NOS Code ASC/ N 1002	<ul style="list-style-type: none"> • Prepare the necessary documents by assisting the customers in fulfilling all documentation requirements. • Plan for timely completion of the processes related to ordering and customisation of the product. • Use the internal CRM/ mainframe systems and the record of customer purchase orders to process and verify the accuracy of delivered orders. • Demonstrate how to respond to customer service requests for order changes. • Create an after-service follow-up schedule to establish customer relationship, maintain referral database and provide service reminders and value-added services. 	
6.	Organising Work to Meet Expected Outcomes Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 20:00 Corresponding	<ul style="list-style-type: none"> • Maintain a neat and clean workstation as per the organisation's policies and procedures. • Comply with the organisation's rules pertaining to confidentiality. • Comply with the organisation's policies and procedures while dealing with all aspects of work. • Organise tasks so as to complete them accurately, on time and within the limits of job role. 	Training Kit (Presentations, Trainer Guide)

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	NOS Code ASC/ N 0001	<ul style="list-style-type: none"> Identify work requirements such as sales target and product details. Identify the hierarchy to avail guidance, when required. Plan work so as to prioritise and deliver as per timelines, without compromising on the quality. Manage time, materials and cost in a responsible manner. Implement the steps required to obtain technical resources. Use the technical resources to meet the work requirements as per the given standards. 	
7.	Working Effectively as a Team Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code ASC/ N 0002	<ul style="list-style-type: none"> Demonstrate effective ways of interaction and communication at workplace. Describe all forms of verbal and non-verbal methods to communication. Determine etiquettes need to follow at work. Determine importance of helping colleagues with problems, in order to meet quality and time standards as a team. Demonstrate appropriate usage of resources and material at workplace. 	Training Kit (Presentations, Trainer Guide)
8.	Maintaining Safety at Workplace Theory Duration (hh:mm) 20:00 Practical Duration (hh:mm)	<ul style="list-style-type: none"> Identify various types of hazards at workplace. List activities to be taken to maintain safe and secured workplace. Demonstrate best practices to remove potential hazards at the workplace and prevent accidents. Describe appropriate strategies to deal with emergencies and 	PPEs such as safety gloves, glasses, helmet, shoes, mask and so on Fire extinguisher, first aid kit

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	35:00 Corresponding NOS Code ASC/ N 0003	accidents such as fires and natural calamities at the workplace. • Demonstrate usage of fire-fighting equipment available at workplace.	
	Total Duration 450:00 Theory Duration 180:00 Practical Duration 270:00	Unique Equipment Required: Laptop/Desktop (with speakers), Net connectivity, MS Word, MS Excel, Vehicle, Data Analysis Software, CRM/ mainframe systems PPEs such as safety gloves, glasses, helmet, shoes, mask and so on Fire extinguisher, first aid kit Training Kit (Presentations, Trainer Guide)	

Grand Total Course Duration: **450 Hours 0 Minutes**

(This syllabus/ curriculum has been approved by [Automotive Skills Development Council](#))

Trainer Prerequisites for Job role: “Sales Consultant (Retail)” mapped to Qualification Pack: “ASC/Q1005, Version 1.0”

Sr. No.	Area	Details
1	Job Description	A Trainer for “Sales Consultant (Retail)” trains candidates to handle potential customer leads, present value proposition for vehicles and manage vehicles retail sales. To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1005, version 1.0”.
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	Post Graduate degree/ diploma in any discipline
4a	Domain Certification	Certified for Job Role: “Sales Consultant (Retail)” mapped to QP: “ASC/Q 1005, version1.0”. Minimum accepted score is 80%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score is 80%.
5	Experience	2-3 years of experience as Sales Consultant (Retail)

Assessment Criteria for “Sales Consultant (Retail)”

Job Role	Sales Consultant (Retail)
Qualification Pack	ASC/Q1005, V 1.0
Sector Skill Council	Automotive Skills Development Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. Each NOS will have assessed both for theoretical knowledge and practical.
3. The assessment will be based on knowledge bank of questions created by the SSC.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks: 500					
Assessment Outcomes	Performance criteria	Total Marks	Out of	Theory	Skills Practical
ASC/ N 1001 Handle leads generated through various sources	PC1. handle all leads from various sources like showroom walkins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100	9	3	6
	PC2. greet customer on sales floor and takes them through the entire buying process supported by established selling steps, selling policies and procedures		5	1	4
	PC3. handle potential sales leads generated from telecalling, showroom walk-ins, telephonic enquiries etc.		7	1	6
	PC4. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers		8	2	6
	PC5. explain comparative details about		8	3	5

	the vehicle features and demonstrate operation of vehicle in showroom and via test drive			
	PC6. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase	8	3	5
	PC7. provide new vehicle to customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and paperwork	6	2	4
	PC8. process customer orders in a timely manner, ensuring the clients approval	4	1	3
	PC9. maintain a buyer follow-up system that encourages repeat and referral business and contributes to customer Satisfaction	4	1	3
	PC10. manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting sales delivery proposals, oversee the production processes and championing successful execution	5	2	3
	PC11. analyze campaign outcomes in detail, using a variety of proprietary software applications and draw insights and present them to the sales function to facilitate sound decision making	5	2	3
	PC12. check availability of test drive cars and arrange / schedule the test drive for interested customers (through leads generated from potential sources)	4	1	3
	PC13. respond to all customer enquiries on the vehicle, promotions, price etc.	5	1	4
	PC14. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time	4	1	3

	PC15. explain facilities available from the OEM and Dealership for finance and insurance		5	2	3
	PC16. follow up on all post-delivery items including tag/title work, and any special requests to be sure that all customer expectations are met		4	1	3
	PC17. make follow up calls to existing customers for service reminders and to promote other value-added services		4	1	3
	PC18. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor products		5	2	3
Total			100	30	70
ASC/ N 1002 Manage operation to achieve lead closures & deliver vehicle to the customer	PC1. handle all leads from various sources like showroom walkins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100	6	1	5
	PC2. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers		8	3	5
	PC3. explain comparative details about the vehicle features and demonstrate operation of vehicle in showroom and via test drive		8	2	6
	PC4. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase		8	3	5
	PC5. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time		7	2	5
	PC6. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor		8	3	5

	products				
	PC7. respond positively to and resolve customer objections/queries against the OEM products		7	2	5
	PC8. follow up with potential customers to conclude sales Qualifications Pack for process by agreeing on a purchase price		6	1	5
	PC9. explain facilities available from the OEM and Dealership for finance and insurance		7	3	4
	PC10. assist customers in fulfilling all documentation requirements for purchase and registration, financing and insurance of the vehicle		7	3	4
	PC11. ensuring that all processes for ordering the vehicle and implementing customisations (e.g. model, colour, accessories etc.) including various accessories are completed in time bound manner		6	1	5
	PC12. receive, process and verify the accuracy of delivered orders from customers utilizing the organisations' internal CRM/ mainframe systems and customer purchase orders		6	2	4
	PC13. initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the sales function		6	2	4
	PC14. follow up with customers after service or repairs on their vehicle and take feedback on the experience		5	1	4
	PC15. report any complaints or queries from customers to the concerned persons in the organisation		5	1	4
	Total		100	30	70
ASC/ N 0001 Plan and	PC1. keep immediate work area clean and tidy	100	11	2	9

organise work to meet expected outcomes	PC2. treat confidential information as per the organisations guidelines		8	2	6
	PC3. work in line with organisations policies and procedures		11	3	8
	PC4. work within the limits of job role		9	3	6
	PC5. obtain guidance from appropriate people, where necessary		10	3	7
	PC6. ensure work meets the agreed requirements		14	3	11
	PC 7. establish and agree on work requirements with appropriate people		12	3	9
	PC8. manage time, materials and cost effectively		14	3	11
	PC9. use resources in a responsible manner		11	3	8
Total			100	25	75
ASC/ N 0002 Work effectively in a team	PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100	14	4	10
	PC2. work with colleagues to integrate work		9	2	7
	PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		11	3	8
	PC4. work in ways that show respect for colleagues		11	3	8
	PC5. carry out commitments made to colleagues		10	2	8
	PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons		10	2	8
	PC7. identify problems in working with colleagues and take the initiative to solve these problems		13	4	9

	PC8. follow the organisations policies and procedures for working with colleagues		12	3	9
Total			100	25	75
ASC/ N 0003 Maintain a healthy, safe and secure working environment	PC1. comply with organisations current health, safety and security policies and procedures	100	12	3	9
	PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person		13	3	10
	PC3. coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.		13	3	10
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority		15	5	10
	PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected		12	3	9
	PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity		13	3	10
	PC7. identify and recommend opportunities for improving health, safety, and security to the designated person		11	3	8
	PC8. complete all health and safety records are updates and procedures well defined		11	2	9
	Total			100	25
Total			500	135	365