



Model Curriculum

Sales Executive- Dealership

SECTOR: Automotive
SUB-SECTOR: Automotive vehicle sales (dealer)
OCCUPATION: Sales support
REF ID: ASC/Q1010, v1.0
NSQF LEVEL: 3



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

AUTOMOTIVE SKILL DEVELOPMENT COUNCIL

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Sales Executive- Dealership'
QP No. 'ASC/Q1010 NSQF Level 3'

Date of Issuance: January 24th, 2019

Valid up to*: January 23rd, 2022

*Valid up to the next review date of the Qualification Pack

Authorised Signatory
(Automotive skill development council)



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Sales Executive- Dealership

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Sales Executive- Dealership”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	Sales Executive- Dealership		
Qualification Pack Name & Reference ID.	ASC/Q1010, v1.0		
Version No.	1.0	Version Update Date	05 April 2019
Pre-requisites to Training	Class XII		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Generate sales leads through telemarketing activities. • Support the overall sales process. • Plan and organise work to meet expected outcomes. • Work effectively in a team. • Maintain a healthy, safe and secure working environment. 		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Sales Executive- Dealership” Qualification Pack issued by “Automotive Skill Development Council (ASDC)”.

Sr. No.	Module	Key learning outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> Describe the role and responsibilities of a Sales Executive- Dealership. Explain the organisation structure of the sales department in a dealership. Explain the importance of quality checks. Describe terms and conditions of quality check. Explain the importance of audit process in providing quality product to the customer. Interpret standard operating procedure (SOP) to implement quality culture at the organisation. Describe safety and health policies and regulations for the workplace including automotive showroom in general. Describe institutional and professional code of ethics and standards of practice. 	<p>Training Kit (Presentations, Trainer Guide).</p>
2	<p>Generate sales leads through telemarketing activities</p> <p>Theory Duration (hh:mm) 38:00</p> <p>Practical Duration (hh:mm) 84:00</p> <p>Corresponding NOS Code ASC/N1107</p>	<ul style="list-style-type: none"> Identify standard operating procedures of the OEM related with telemarketing sales (including OEM mandated customized sales pitch for a few OEM driven campaigns/ events). Identify standard operating procedures within one’s own organisation related with telemarketing and sales. Describe standard operating procedures for customer query reporting along with their resolution mechanism through the sales team in the organisation. Describe local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc. Interpret customer relationship management (CRM) related framework provided by the organisation. Describe documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines. Explain the process flow of complete sales and service cycles at the dealership. 	<p>Training Kit (Presentations, Trainer Guide), personal protective equipment (PPE), MS word, excel, Powerpoint and management information system (MIS).</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • Describe technical aspects related with all varieties of vehicles at the dealership. • Interpret technical details and problems related with service of all kinds of vehicles. • Identify the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal. • Describe the basic customer and personal service principles and processes for providing customer and personal services through telemarketing calls. • Describe the training modules and scripts provided by the OEM for the telemarketing. • Follow the 'call and enquire' routine about buying plans or interests, as per the prospective calling script assigned. • Interpret the vehicle buying interests and time schedule of the customers politely from the calling list assigned to obtain sales leads. • Describe features, advantages, benefits and USPs of the vehicle OEM brands available at the dealership over the competitor models. • Arrange visits of the prospective customers either at showroom or at any mutually agreed location for test drive. • Explain how to handle and resolve basic customer queries. • Seek information from potential customers about reasons for considering purchase and to comprehend all customer requirements and needs. • Explain how to manage key customer requirements while making sales calls (during sales pitch) or any service related calls (during follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal to customer relationship executive (CRE). 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • Provide pre-sales and post-sales support to customers as per instructions. • Coordinate with the sales team to ensure that all pending responses are responded to in a timely and satisfactory manner. • Manage key customer relationships as per instruction. • Explain the working of recording software or format such as MS word, excel, Powerpoint and management information system (MIS). • Record all feedbacks and complaints from customers in the system in a prescribed OEM format. • Follow statutory compliance of the government and legal aspects. • Ensure availability of vehicle pick up and drops to and from work shops. 	
3	<p>Performing sales activities</p> <p>Theory Duration (hh:mm) 38:00</p> <p>Practical Duration (hh:mm) 84:00</p> <p>Corresponding NOS Code ASC/N1113</p>	<ul style="list-style-type: none"> • Describe standard operating procedures of the OEM and the dealership related with telemarketing, sales, customer experience and satisfaction. • Describe safety and health policies and regulations for the workplace. • Analyse automotive market and customer information for viability. • Explain how to forecast sales and funnel information accurately and timely. • Gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements. • Arrange meetings with potential customers to build new business prospects. • Identify potential customers and develop relationship via email, telephone or in person. • Describe strategies for developing sales territory. • Develop sales territory as per the requirement of the OEM in the respective region by implementing sales plans and strategies. • Explain how to develop and implement sales plans. • Create and maintain accurate and timely sales figures in the region including the ones for the competitor. 	<p>Training Kit (Presentations, Trainer Guide), recording, forecasting and surveying software, MS Word, Excel, PowerPoint and Management Information System (MIS).</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> • Organise promotional events for client entertainment as per instruction. • Ensure maximum customer engagement in promotional events for client entertainment for selling OEM products. • Identify requirements of the customers and suggest delivery accordingly. • Communicate the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or as conveyed by superiors in the sales function of both OEM and dealership. • Record sales and order information and send detailed information to the back- end sales office. • Collect details accurately from client, support sales and marketing department about client feedback/ comments relating to product content and pricing. • Maintain customer records using softwares such as MS Word, Excel, PowerPoint and Management Information System (MIS). • Explain how to create detailed proposal documents for prospective customers. • Create detailed proposal documents for prospective customers as desired before the actual sales process is initiated. • Calculate costs accurately and provide customers with quotations under the supervision of the superiors in sales function. • Identify customer problems and queries and document them in the organisation's prescribed format. • Resolve customer objections/queries against the OEM products by responding in a positive manner. • Collect revenues from sales as per planned payment cycle through effective follow up & relationship building with customers. • Identify time needed for resolution of queries according to the organisation's guidelines. • Ensure early closure of negotiation cases by highlighting it to the superiors. 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> Ensure that all pending queries are resolved in a timely and satisfactory manner by coordinating with the accounts sales team and by managing key customer relationships under instruction. Represent the OEM product at trade exhibitions, events and demonstrations. 	
4	<p>Plan and organise work to meet expected outcomes</p> <p>Theory Duration (hh:mm) 08:00</p> <p>Practical Duration (hh:mm) 12:00</p> <p>Corresponding NOS Code ASC/N0001</p>	<ul style="list-style-type: none"> Interpret Standard Operating Procedures (SOP) and plan sequence of operations correctly. Adhere to 5S practices and keep the work area clean and tidy. Organise required tools and equipment for the task to be carried out. Maintain information confidentiality and share the information with the concerned authority only. Seek guidance from the appropriate authority as per the policy. Interpret the work correctly and agree on the timelines to complete the work accurately. Achieve maximum productivity by managing time, resources and cost effectively. 	Training kit (Trainer guide, Presentations).
5	<p>Work effectively in a team</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code ASC/N0002</p>	<ul style="list-style-type: none"> State the importance of communication. Describe various communication methods. Explain the importance of listening skills in day-to-day activities. Describe the importance of non- verbal communication. State characteristics of an aligned team. Communicate relevant information to colleagues as per requirement. Respect colleagues and customers at all times. Adhere to commitments made to complete the work timely and accurately. Demonstrate problem solving and decision making abilities. Collaborate with team members to achieve the task. Carry out required documentation as per the policy. Communicate effectively with colleagues and customers. 	Training kit (Trainer guide, Presentations).

Sr. No.	Module	Key learning outcomes	Equipment Required
		<ul style="list-style-type: none"> Read instructions and applicable guidelines accurately. Seek clarification or advice from the concerned authority. Check the quality of work and ensure that the work is complete in all respects. 	
6	<p>Maintaining a healthy, safe and secure working environment</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code ASC/N0003</p>	<ul style="list-style-type: none"> Describe organization's policy regarding health, safety and security. Identify potential hazards at the workplace and take necessary actions to avoid such hazards. Report any identified safety breaches to the concerned authority. Identify the components of a first aid kit. Provide first aid to minor injuries at the workplace. Explain the term 'Fire Triangle'. Identify various types of fire extinguishers and state their application. Operate a fire extinguisher to extinguish the fire. Read and interpret various safety symbols. 	<p>Training Kit (Presentations, Trainer Guide) first aid kit, different types of fire extinguishers, personal protective equipment (PPE).</p>
	<p>Total Duration 300:00</p> <p>Theory Duration 100:00</p> <p>Practical Duration 200:00</p>	<p>Unique equipment required: Training Kit (Presentations, Trainer Guide), recording, forecasting and surveying software, MS Word, Excel, PowerPoint and Management Information System (MIS), Personal Protective Equipment (PPE), First Aid Kit, Different types of Fire Extinguishers.</p>	

Grand Total Course Duration: **300 Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: “Sales Executive- Dealership” mapped to Qualification Pack: “ASC/Q1010, v1.0”

Sr. No.	Area	Details
1	Description	A Trainer for “Sales Executive- Dealership” trains candidates to support sales to generate sales leads (telemarketing activities) and also assist in overall sales process to support both sales and service activities.
2	Personal Attributes	The individual on this job must have excellent organisational skills and the ability to communicate articulately. The individual should have pleasing personality to attend all sorts of enquiries from the customers. The individual should depict customer centricity in daily behaviour and should be able to talk and convince customers. The individual must be patient and good listening ability and customer centric attitude is highly desirable to understand various requirements and tackle the irate customers.
3	Minimum Educational Qualifications	Degree/Diploma in Automobile/Mechanical Engineering
4a	Domain Certification	Certified for Job Role: “Sales Executive- Dealership” mapped to QP: “ASC/Q1010, v1.0”. 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 as per respective SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> 5-6 years of work experience as a Sales Executive- Dealership 1-2 years of teaching/training experience is preferred

Annexure: Assessment Criteria

Criteria For Assessment Of Trainees

Job Role: Sales Executive- Dealership

Qualification Pack: ASC/Q1010, v1.0

Sector Skill Council: Automotive Skill Development Council

Guidelines for Assessment

1. Assessment to be conducted by ASDC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP.
2. Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
3. ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, practical skills and also basic ability to communicate. Accordingly, evaluation process would include:
 - i. Theory/Knowledge test
 - ii. Practical demonstration test
 - iii. Face to Face
4. Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end.
 - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
5. ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
6. Cut off criteria for certification (Marks obtained in %):70%

Compulsory NOS				Marks Allocation	
Total Marks: 500				Theory	Skills Practical
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of		
ASC/N1107 Generate sales leads through telemarketing activities	PC1. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	100	12	4	8
	PC2.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads		10	3	7
	PC3.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models		11	4	7
	PC4.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location		11	3	8

	PC5.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs		11	4	7
	PC6.assist in pre-sales and post-sales support to customers		10	3	7
	PC7.record all feedbacks and complaints from customers in the system in a prescribed OEM format		9	2	7
	PC8.assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner		8	2	6
	PC9.arrange for vehicle pick up and drops to and from work shops		8	2	6
	PC10.understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal		10	3	7
		Total	100	30	70
ASC/N1113 Support the overall sales process	PC1.support in identification and development of potential customers via email, telephone or in person	100	6	2	4
	PC2.gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements		6	2	4
	PC3.create, maintain, and provide accurate and timely sales figures in the region including the ones for the competitor		6	2	4
	PC4. implement sales plans and strategies for developing sales territory as per the requirement of the OEM in the respective region		7	2	5
	PC5. create detailed proposal documents for prospective customers as desired before the actual sales process is initiated		7	2	5

PC6.make cold calls to arrange meetings with potential customers to prospect for new business	6	2	4
PC7.convey the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or conveys by superiors in the sales function of both OEM and dealership	7	2	5
PC8.in case of any negotiation is required, highlight it to the superiors to ensure early closure	6	2	4
PC9.record sales and order information and send detailed information to the backend sales office	6	2	4
PC10. make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function	7	2	5
PC11. assist in management of key customer relationship and coordinate with key accounts sales team to ensure that all pending responses are responded and are resolved in a timely and satisfactory manner	6	1	5
PC12.respond positively to and resolve customer objections/queries against the OEM products	6	2	4
Pc13.take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing	6	2	4
PC14.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers	6	2	4
PC15.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future	6	1	5
PC16.represent the OEM product at trade exhibitions, events and demonstrations	6	2	4
Total	100	30	70

ASC/N0001 Plan and organise work to meet expected outcomes	PC1.keep immediate work area clean and tidy	100	11	2	9
	PC2.treat confidential information as per the organisation's guidelines		8	2	6
	PC3.work in line with organisation's 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
	PC7.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/N0002 Work effectively in a team	PC1.maintain clear communication with colleagues	100	14	4	10
	PC2.Work with colleagues		9	2	7
	PC3.pass on information to colleagues in line with organisational requirements		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 organisation's policies and procedures for working with colleagues		12	3	9
	PC9.ability to share resources with other members as per priority of tasks		10	2	8
	Total	100	25	75	
ASC/N0003 Maintain a healthy, safe and	PC1.comply with organisation's current health, safety and security policies and procedures	100	12	3	9

secure working environment	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 individual's authority		15	5	10
	PC5.report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		12	3	9
	PC6.follow organisation's 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	500	100	25