

Model Curriculum

SHOWROOM HOSTESS/HOST

SECTOR: AUTOMOTIVE
SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (DEALER)
OCCUPATION: SALES SUPPORT
REF ID: ASC/Q1103, v1.0
NSQF LEVEL: 3



Certificate
CURRICULUM COMPLIANCE TO
QUALIFICATION PACK - NATIONAL OCCUPATIONAL
STANDARDS

is hereby issued by the

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack "**Showroom Hostess/Host**" QP No: "**ASC/Q1103 Level 3**"

Date of Issuance: January 4th, 2019

Valid up to: January 3rd, 2021*

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



Authorised Signatory
(Automotive Skills Development Council)

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Showroom Hostess/Host

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Showroom Hostess/Host”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Showroom Hostess/Host		
Qualification Pack Code	ASC/Q1103		
Version No.	1.0	Version Update Date	10-01-2019
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"> • Carryout activities for hosting customers in an automobile showroom. Establish effective rapport with customers and organises response to their queries. Understand customer query and respond appropriately to provide any additional information on the product or on any other sales/ service requirements. • Plan and organize work to meet expected out comes. Maintain quality standards and manage organizational resources efficiently and effectively. • Work effectively in a team. Follow organizational policies and procedures for working with colleagues. • Maintain a healthy, safe and secured working environment. Follow prevailing environmental norms, government policies, and work to eliminate common breaches in health & safety 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Showroom Hostess/Host” Qualification Pack issued by “Automotive Skills Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code Bridge module</p>	<ul style="list-style-type: none"> Brief outlines about the course and its scope Discuss about Indian automotive market and the role of dealerships. List various OEMs and different products/ models manufactured by them List the responsibilities of Showroom Hostess/ Host. List career opportunities and growth paths for a Showroom Hostess/ Host 	PPTs and videos related to automotive Industry
2	<p>Carry out activities for hosting customers in an automobile showroom</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 45:00</p> <p>Corresponding NOS Code ASC/N 1103</p>	<ul style="list-style-type: none"> Demonstrate how to greet and escort a customer in a dealership showroom List the various automobiles available at dealership for sales Discuss the basic features of vehicles through information brochures Explain the technical specifications in the brochure to the customer. Discuss with senior co-workers to address and resolve various customer queries Explain the features while showing the vehicle Demonstrate the functionalities of the various components while showing the vehicle Demonstrate ways to collect feedback from the customer 	Enquiry forms, brochures, catalogues, feedback forms etc. Posters and various types of vehicles, Basic Technical specification of vehicles
3	<p>Plan and organize work to meet expected outcomes</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code ASC/N0001</p>	<ul style="list-style-type: none"> Perform the job within given time as per quality standards/ work schedule Identify and manage resources and use them efficiently and effectively Adhere to organizational policies and Standard procedures Make effective time management at work Execute best practices to keep workplace clean Summarise knowledge and understanding required for planning and organizing. 	5S literature and Case studies

Sr. No.	Module	Key Learning Outcomes	Equipment Required
4	<p>Work effectively in a team</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code ASC/N 0002</p>	<ul style="list-style-type: none"> Demonstrate effective ways of interaction and communication at workplace List all forms of verbal and non-verbal methods of communication Describe methods to judge customer based on their body language Demonstrate grooming skills applicable at workplace Demonstrate business etiquette at workplace. Demonstrate appropriate usage of resources and material at workplace 	
5	<p>Maintain a Healthy, Safe and Secure working environment</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code ASC/N0003</p>	<ul style="list-style-type: none"> Identify various types of hazards at workplace Practice 5S for appropriate setting of workplace Demonstrate best practices to remove potential hazards at the workplace and prevent accidents Describe appropriate strategies to deal with emergencies and accidents such as fires and natural calamities at the workplace Demonstrate usage of fire-fighting equipment available at workplace 	5S literature and charts Fire extinguisher, First-aid kit
	<p>Total Duration</p> <p>Theory Duration 80:00</p> <p>Practical Duration 120:00</p>	<p>Unique Equipment Required: Technical Information Catalogues of Vehicles, Feedback forms and formats, Enquiry forms, Fire extinguishers, Sales Information brochures, 5S Charts and literature, First-aid kit etc.</p>	

Grand Total Course Duration: **200 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by **Automotive Skills Development Council**)

Trainer Prerequisites for Job role: “Showroom Hostess/Host” mapped to Qualification Pack: “ASC/Q1103, v1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ <u>ASC/Q1103, Version1.0</u> ”.
2	Personal Attributes	<ul style="list-style-type: none"> • 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 organized and focused. • Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable. • Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools. • Should have sharp diagnostic abilities for identifying reasons of problems in vehicles • Should be hands-on with sales of vehicle to provide actual training.
3	Minimum Educational Qualifications	Graduate/Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	Domain Certification	Certified for Job Role: “ <u>Showroom Hostess/Host</u> ” mapped to QP: <u>ASC/Q1103, V1.0</u> . Minimum qualifying score - 80%, as per ASDC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “ <u>Trainer</u> ”, mapped to the Qualification Pack: “ <u>MEP/ Q0102</u> ”. Minimum accepted score as per MEPSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> ▪ Minimum 6 years of experience in Automobile Sales for graduates ▪ Minimum 4 years of experience in Automobile Sales for MBA ▪ Must have relevant experience in any automobile dealership

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Showroom Hostess/Host
Qualification Pack	ASC/Q1103, v1.0
Sector Skill Council	Automotive

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 %): 65%

Compulsory NOS		Total Marks	Out Of	Theory	Skills Practical
Assessment Outcomes	Assessment Criteria for Outcomes				
ASC/N1103 Carry out activities to host the customers in an automotive showroom	PC1. Greet, escort, seat the customers and offer refreshments (tea/ coffee).	150	8	3	5
	PC2. Enquire and understand customer queries related to vehicle type, model, specifications.		9	3	6
	PC3. Hand out vehicle brochure and specification cards to customers.		9	3	6
	PC4. Coordinate with other colleagues to ensure satisfactory response to customer's queries.		9	3	6
	PC5. Assist the customer in filling the form related to the basic information, contact details to obtain basic demographic information about each customer, using a computer system, a log sheet, or other method established by the dealership		12	4	8
	PC6. Notify the appropriate sales executive that a customer is waiting or introduce the customer to sales executive thereby transferring the showroom sales lead to sales executive.		12	4	8

	PC7. Provide basic information related to accessories/ value added or special services and transfer the lead to accessory/ VAS sales executive for detailed discussions.		12	4	8
	PC8. Provide information when requested and promote organisation's services, facilities.		9	3	6
	PC9. Escort or remain in continuous contact while the customer stays in the frontal area of the showroom.		10	3	7
	PC10. Wish the customer before he leaves the showroom and enquire if his visit was satisfactory.		10	3	7
	PC11. Take a feedback from the customer at the time of his leaving on whether his visit was satisfactory, and all his queries were adequately addressed or not.		10	3	7
	PC12. Coordinate with sales colleagues to ensure that all pending responses promised to the customer are responded to in a timely and satisfactory manner.		9	3	6
	PC13. Co-ordinate with support staff in maintaining show room in presentable condition (including the models on display are cleaned, brochures are available etc.).		9	3	6
	PC14. Promote maintaining of harmonious relations in the show room.		8	2	6
	PC15. Attend and participate in daily briefings, meetings regarding the overall process of customer handling as prescribed by the OEM.		7	2	5
	PC16. Participate in training sessions.		7	2	5
		Total	150	48	102
ASC/N 0001 Plan & organize work to meet expected outcome	PC1. Keep immediate work area clean and tidy	125	12	4	8
	PC2. Treat confidential information as per the organisation's guidelines		12	4	8
	PC3. Work in line with organisation's policies and procedures		15	5	10
	PC4. Work within the limits of job role		15	5	10
	PC5. Obtain guidance from appropriate people, where necessary		16	5	11
	PC6. Ensure work meets the agreed requirements		15	5	10
	PC7. Establish and agree on work requirements with appropriate people		14	5	9
	PC8. Manage time, materials and cost effectively		13	4	9

	PC9. Use resources in a responsible manner		13	4	9
		Total	125	41	84
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)	125	18	6	12
	PC2. Work with colleagues to integrate work		18	6	12
	PC3. Pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		19	6	13
	PC4. Work in ways that show respect for colleagues		15	5	10
	PC5. Carry out commitments made to colleagues		15	5	10
	PC6. Let colleagues know in good time if cannot carry out commitments, explaining the reasons		14	5	9
	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		13	4	9
		Total	125	41	84
ASC/N 0003 Maintain safe, healthy environment friendly workplace	PC1. Comply with organisation's current health, safety and security policies and procedures	100	15	5	10
	PC2. Report any identified breaches in health, safety, and security policies and procedures to the designated person		15	5	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.		15	5	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		11	4	7
	PC6. Follow organisation's emergency procedures for accidents, fires or any other natural calamity		10	3	7

	PC7. Identify and recommend opportunities for improving health, safety, and security to the designated person		10	3	7
	PC8. Complete all health and safety records are updates and procedures well defined		9	3	6
	Total		100	33	67
	Grand Total		500	163	337
	Percentage Weightage:			32.6%	67.4%
	Minimum Pass % to qualify (aggregate):			65%	