




# Model Curriculum

## Telecaller

**SECTOR: AUTOMOTIVE**  
**SUB-SECTOR: AUTOMOTIVEVEHICLE SALES (DEALER)**  
**OCCUPATION: SALES SUPPORT**  
**REF ID: ASC/ Q 1105**  
**NSQF LEVEL: 4**

 Skill India शिक्षणं कर्म - कुशलं भारत	 AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL	 N·S·D·C National Skill Development Corporation Transforming the skill landscape
<h1>Certificate</h1>		
<h2>CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS</h2>		
is hereby issued by the		
<b>AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL</b>		
for		
<b>MODEL CURRICULUM</b>		
Complying to National Occupational Standards of Job Role/ Qualification Pack: <u>Telecaller</u> QP No. <u>ASC/Q1105 Level-4</u>		
Date of issuance:	April 9 <sup>th</sup> , 2016	 _____ Authorised Signatory (Automotive Skills Development Council)
Valid up to*:	April 10 <sup>th</sup> , 2018	
*Valid up to the next review date of the Qualification Pack or the "Valid up to" date mentioned above (whichever is earlier)		

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# Telecaller

## CURRICULUM / SYLLABUS

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

<b>Program Name</b>	<b>Telecaller</b>		
<b>Qualification Pack Code</b>	ASC/Q1105		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	
<b>Pre-requisites to Training</b>	12th Standard passed		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>- <b>Generate Sales through telemarketing Activities:</b> Conduct telemarketing campaigns, telecalling, objection handling, collecting feedback, coordination with the team, etc.</li> <li>- <b>Coordinate with sales team for passing on the prospective leads:</b> Know the team members, segregate the queries, maintaining records, etc.</li> <li>- <b>Coordinate with the team:</b> Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc.</li> <li>- <b>Assist the customer and Resolve queries:</b> Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance, insurance or registration of automobile.</li> <li>- <b>Follow Safety Measure at workplace:</b> Understand processes, emergency and evacuation procedures, general safety measures, etc.</li> <li>- <b>Plan and Organise work:</b> Time management, Time stealers, Prioritizing, Pickle jar theory, etc.</li> </ul>		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Telecaller” Qualification Pack issued by “Automotive Skills Development Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	Introduction  Theory Duration (hh:mm) 10:00	Understand General Discipline in the class room (Do's & Don'ts) <ul style="list-style-type: none"> <li>• Introduction to automobile industry</li> <li>• Purpose and types of automobiles</li> <li>• History and invention of automobiles</li> <li>• Indian automobile industry</li> </ul>	Laptop, white board, marker, projector
2.	<b>Generate Sales through telemarketing activities</b>  Theory Duration (hh:mm) 30:00  Practical Duration (hh:mm) 35:00  <b>Corresponding NOS Code</b> ASC/N 1107	Communicate effectively with customers over telephone <ul style="list-style-type: none"> <li>• Fix an appointment with the customer over telephone</li> <li>• Build trust worth relationship with the customers</li> <li>• Negotiate and close deals over telephone</li> <li>• Generate sales leads through telemarketing</li> <li>• Explain the dealership Process</li> <li>• Collect feedback and handle complaints</li> </ul>	Laptop, white board, marker, projector, rope, first aid kit
3.	<b>Coordinate with sales team for passing on the prospective leads</b>  Theory Duration (hh:mm) 30:00  Practical Duration (hh:mm) 35:00  <b>Corresponding NOS Code</b> ASC/N 1108	<ul style="list-style-type: none"> <li>• Coordinate with different team members effectively.</li> <li>• Maintain records of the customers with the type of services offered</li> <li>• Collect feedback and follow up with customers</li> <li>• Ensure optimum customer satisfaction</li> </ul>	Laptop, white board, marker, projector
4	<b>Plan and Organize work to meet expected outcomes</b>  Theory Duration (hh:mm) 10:00  Practical Duration	<ul style="list-style-type: none"> <li>• Examine the importance of organizational policies and procedures</li> <li>• Use your time effectively at work</li> <li>• Apply best practices to keep your workplace clean</li> </ul>	Laptop, white board, marker, projector, first aid

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 20:00  <b>Corresponding NOS Code</b> ASC/N 0001		
5	<b>Work Effectively in a Team</b>  Theory Duration (hh:mm) 10:00  Practical Duration (hh:mm) 15:00  <b>Corresponding NOS Code</b> ASC/N 0002	<ul style="list-style-type: none"> <li>• Use all forms of verbal and non-verbal communication to communicate clearly and effectively with your colleagues, supervisors, customers and other stakeholders</li> <li>• Discuss the importance of communication skills</li> <li>• Examine your customers' body language and accordingly use an appropriate approach to deal with them</li> <li>• Apply the best practices for grooming to look presentable and make good impression on your customers</li> <li>• Use proper personal etiquettes at workplace</li> <li>• Identify the different types of customers and choose the appropriate approach to deal with them</li> </ul>	Laptop, white board, marker, projector
6	<b>Maintain a healthy, safe and secure working Environment</b>  Theory Duration (hh:mm) 10:00  Practical Duration (hh:mm) 15:00  <b>Corresponding NOS Code</b> ASC/N 0003	<ul style="list-style-type: none"> <li>• Explain the importance of safe &amp; secure workplace</li> <li>• Assess your responsibilities for workplace safety</li> <li>• Use best practices to remove potential hazards from your workplace and prevent accidents</li> <li>• Apply appropriate strategies to deal with emergencies at workplace</li> </ul>	Laptop, white board, marker, projector
	<b>Total Duration</b>  <b>Theory Duration</b> <b>100:00</b>  <b>Practical Duration</b> <b>120:00</b>	<b>Unique Equipment Required:</b> Laptop, white board, marker, projector, first aid kit	

Grand Total Course Duration: **220Hours, 0 Minutes**

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

## Trainer Prerequisites for Job role: “Telecaller” mapped to Qualification Pack: “ASC/Q1105, Version 1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training service, mapping to the Curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1105”.
2	<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Aptitude for conducting training, and pre/ post work to Ensure competent, employable candidates at the end of the training.</li> <li>• 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.</li> <li>• 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.</li> <li>• Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>• Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot.</li> <li>• Should be hands-on with servicing of vehicles to provide experiential training.</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	<b>Domain Certification</b>	Certified for Job Role: “Sales ” mapped to QP: ASC/Q 1105. Minimum qualifying score-80 %, as per ASDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/ Q0102”. Minimum accepted score as per MEPSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 6 years of experience in Automobile Sales for graduates</li> <li>▪ Minimum 4 years of experience in Automobile Sales for MBA</li> <li>▪ Must have relevant experience in any automobile dealership</li> </ul>







<b>Appropriate use of resources</b>	PC7. establish and agree on work requirements with appropriate people PC8. manage time, materials and cost effectively PC9. use resources in a responsible manner	20	30
	<b>subtotal</b>	<b>50</b>	<b>80</b>
<b>ASC/N 0002</b>	<b>Work effectively in a team</b>	<b>Viva</b>	<b>Practical</b>
<b>Interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</b>	To be competent, the user/individual on the job must be able to:  PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) PC2. work with colleagues to integrate work PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means PC4. work in ways that show respect for colleagues PC5. carry out commitments made to colleagues PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons PC7. identify problems in working with colleagues and take the initiative to solve these problems PC8. follow the organisation's policies and procedures for working with colleagues	15	30
		15	40
	<b>subtotal</b>	<b>30</b>	<b>70</b>
<b>ASC/N 0003</b>	<b>Maintain a healthy, safe and secure working environment</b>	<b>Viva</b>	<b>Practical</b>
<b>Resources needed to maintain a safe, secure working environment</b>	To be competent, the user/individual on the job must be able to:  PC1. comply with organisation's current health, safety and security policies and procedures PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person 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. PC4. identify and correct any hazards like	10	20

	<p>illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p> <p>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</p> <p>PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity</p> <p>PC7. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC8. complete all health and safety records are updates and procedures well defined</p>	20	40
	<b>subtotal</b>	<b>30</b>	<b>60</b>
	<b>Total</b>	<b>200</b>	<b>350</b>