



Model Curriculum

Accessories and VAS Sales Executive

SECTOR: Automotive
SUB-SECTOR: Automotive vehicle sales (dealer)
OCCUPATION: Vehicle sales
REF ID: ASC/Q1004, v1.0
NSQF LEVEL: 4



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: **'Accessories and VAS Sales Executive'**
QP No. **'ASC/Q1004 NSQF Level 4'**

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)



TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	08
3. Annexure: Assessment Criteria	09

Accessories and VAS Sales Executive

CURRICULUM / SYLLABUS

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

Program Name	Accessories and VAS Sales Executive		
Qualification Pack Name & Reference ID.	ASC/Q1004, v1.0		
Version No.	1.0	Version Update Date	06 th February 2019
Pre-requisites to Training	Graduate degree or diploma in any discipline		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Ensure sales of accessories and value added services. • Manage customer relationship and quality service. • 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 “Accessories and VAS Sales Executive” 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 an ‘Accessories and VAS Sales Executive’. Explain the organisation structure of the sales department in a dealership. 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. State safety and health policies and regulations for the workplace as well as for automotive trade in general. List organisational and professional code of ethics and standards of practice. 	<p>Training Kit (Presentations, Trainer Guide).</p>
2	<p>Ensure sale of accessories and value added services</p> <p>Theory Duration (hh:mm) 38:00</p> <p>Practical Duration (hh:mm) 58:00</p> <p>Corresponding NOS Code ASC/N1005</p>	<ul style="list-style-type: none"> Describe standard operating procedures for installing accessories and replacement of accessories as mandated by the OEM. List standard schedules and checklists recommended by the OEM before and after the fitment of the accessory. Explain the detailed clauses along with various terms and conditions for various value added services and warranty clauses for the sold accessories. List safety requirements for equipment and components as prescribed by the OEM. Explain detailed working of various newly launched technologically advanced accessories having complex electronics/ electrical aggregates. Identify the value proposition for each value added service and accessory along with its USP. Identify any recommended changes/ refreshes in the process of fitment for the latest accessories for particular model/ brand of vehicle. Identify right brand/ make/ variant of accessories available for a particular vehicle model as specified by the respective OEM (e.g. An advanced GPS system might require more power to operate which while being connected 	<p>Training Kit (Presentations, Trainer Guide), accessories available for a particular vehicle model as specified by the respective OEM such as exterior accessories, vehicle protection accessories, interior accessories, audio-visual and navigation accessories, security related accessories.</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>to the battery, which may drain/ or reduce battery life and hence a lower variant of the GPS system would be recommended for entry level cars and hence the higher variant should not be installed).</p> <ul style="list-style-type: none"> • Identify the specifications related to the various accessories appropriate for the particular brand and make of the vehicle. • Identify technical specifications of all accessories and their correct usage / application in various models such as, exterior accessories, vehicle protection accessories, interior accessories, audio-visual and navigation accessories, security related accessories. • Follow leads generated from various sources including telephonic enquiries, emails, cold calls etc. For accessory sales post the vehicle has been sold / expected to be sold. • Make a sales pitch for accessories and value added services to potential customers. • Communicate the customers about the USP of the chosen accessories over other available options including their performance as well as its benefits. • Communicate all terms, conditions and payment related issues (for value added services and accessories) including various warranty related clauses for the various accessories to the customers. • Respond to the needs and requirements of the customers to help them select the right accessories for their vehicle. • Resolve any queries that the customers may have by answering technical questions asked by the customers with regard to various accessories and value added products for different variants of the vehicle. • Suggest alternative accessories that have the similar performance and serves the same need of the customer to replace the initially desired accessory, in case the required accessory is out of stock. • Describe the negotiation skills required to make a deal profitable for the 	

Sr. No.	Module	Key learning outcomes	Equipment Required
		<p>dealership and which holds value for the customer.</p> <ul style="list-style-type: none"> • Negotiate the terms of an agreement with the customer and close sales to ensure profitable sales. • Describe how to prepare the procurement, stock adjustment and invoice reports. • Perform calculations and provide customers with quotations for the various value added services as per the different payment schedules selected by the customer. • List documentation requirements for each procedure carried out as part of roles and responsibilities. • Maintain dealer inventory record for accessories required across various models, colours, sizes and fitments of the vehicle and place orders in case of stock-outs. • Describe how to manage, order and control stock of accessories. • Describe how to carry out merchandising procedures for various accessories including the high-end accessories. • Ensure proper visibility of the different variants of accessories prominently within the designated area of the dealership by maintaining the display areas. • Ensure display of all variants of designated accessories by allocating space judiciously as per norms. • Identify how to minimise emergency orders and other charges by maintaining stock and planning inventory. • Ensure that vehicles ready for delivery are fitted with proper accessories as selected by the customer well in time before the customer comes for delivery. • Examine weekly and monthly reports to ensure all outstanding debts have been collected for the value added services (including payments for Annual Maintenance Contracts, Extended warranty payments due etc.) 	
3	<p>Manage customer relationship and quality service</p>	<ul style="list-style-type: none"> • State the technical specifications of various OEM (Original Equipment Manufacturer) vehicles and the different variant/ model of auto components/ aggregates used along with those of 	<p>Training Kit (Presentations, Trainer Guide), Customer Relationship</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 38:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code ASC/N0004</p>	<p>the competitor auto component manufacturer.</p> <ul style="list-style-type: none"> • List detailed technical and performance specifications of the auto component for various OEM vehicles. • Interpret various needs and requirements of the customer. • Describe how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team. • Describe basic elements of software or format such as MS word, excel, PowerPoint and Management Information System (MIS). • document complete customer requisites and assess them for viability. • Describe documentation requirements required from the customers with respect to warranty claims and other performance related feedback for respective OEM vehicle. • deliver the product to customers as per the prescribed requirements and schedule. • Ensure customer satisfaction through pleasant and excellent customer experience within the organisation's framework. • Describe the working of software or format used for Customer Relationship Management (CRM) within the organisation. • Identify various customer queries and complaints. • document all customer queries in the prescribed format of the organisation. • Explain how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc. • document feedbacks and reviews from the customers & implement within the framework of the organization. • ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues. • maintain a healthy & professional 	<p>Management (CRM) software, MS word, excel, PowerPoint and Management Information System (MIS).</p>

Sr. No.	Module	Key learning outcomes	Equipment Required
		relationship with the customers especially key accounts and influencers in the market.	
6	<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. Manage time, resources and cost effectively to achieve better results. 	Training kit (Trainer guide, Presentations).
7	<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. Explain the importance of non-verbal communication. Describe principles of effective team formation Communicate required information to colleagues for necessary action as per the organisation policy and protocols. Interact with customers and colleagues demonstrating respectful behaviour 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. 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. 	Training kit (Trainer guide, Presentations).

Sr. No.	Module	Key learning outcomes	Equipment Required
8	<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 250:00</p> <p>Theory Duration 100:00</p> <p>Practical Duration 150:00</p>	<p>Unique equipment required: Training Kit (Presentations, Trainer Guide), accessories available for a particular vehicle model as specified by the respective OEM such as exterior accessories, vehicle protection accessories, interior accessories, audio-visual and navigation accessories, security related accessories, personal protective equipment (PPE), Customer Relationship Management (CRM) software, MS word, excel, PowerPoint and Management Information System (MIS), First Aid Kit, Different types of Fire Extinguishers.</p>	

Grand Total Course Duration: **250 Hours, 0 Minutes**

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

**Trainer Prerequisites for Job role: “Accessories & VAS Sales Executive”
mapped to Qualification Pack: “ASC/Q1004, v1.0”**

Sr. No.	Area	Details
1	Description	A Trainer for “ <u>Accessories & VAS Sales Executive</u> ” is responsible for training the personnel to sell vehicle accessories and other value added services along with the sale of the vehicle. They generate and close leads generated for accessories or value added services either immediately after the vehicle is sold or after some time post the sale of the vehicle.
2	Personal Attributes	The individual should have detailed knowledge of various automotive accessories and also basic knowledge of the vehicle to suggest the right accessories for the particular vehicle model. The individual should have an appropriate understanding of vehicle structure to suggest various value added services for the sold vehicle. The individual should possess good communication and negotiation skills so ensure profitable sale of accessories and value added services.
3	Minimum Educational Qualifications	Degree/Diploma in any discipline / Diploma in Engineering
4a	Domain Certification	Certified for Job Role: “ <u>Accessories & VAS Sales Executive</u> ” mapped to QP: “ <u>ASC/Q1004, v1.0</u> ”. Minimum accepted score is 80%
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 as per respective SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> • 5-6 years of work experience as an auto /Accessory sales Executive • 1-2 years of teaching/training experience is preferred

Annexure: Assessment Criteria

Criteria For Assessment Of Trainees

Job Role: Accessories & VAS Sales Executive

Qualification Pack: ASC/Q1004, 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/N1005 Ensure sales of accessories and value added services	PC1.understand the specifications related to the various accessories appropriate for the particular brand and make of the vehicle	100	6	3	3
	PC2.ensure proper dealer inventory management for accessories required across various models, colours, sizes and fitments of the vehicle and place orders in case of stock-outs		6	2	4

PC3.manage the upkeep of display areas and ensure proper visibility of the different variants of accessories prominently within the designated area of the dealership	8	3	5
PC4.manage space allocation for accessories display areas and ensure display of all colours of designated accessories	8	3	5
PC5. handle leads generated from various sources including telephonic enquiries, emails, cold calls etc. for accessory sales post the vehicle has been sold / expected to be sold	7	1	6
PC6.make a sales pitch for accessories and value added services to potential customers	9	3	6
PC7.inform and explain customers about the USP of the chosen accessories over other available options including their performance as well as its benefits	9	3	6
PC8.explain all terms, conditions and payment related issues (for value added services and accessories) including various warranty related clauses for the various accessories to the customers	7	3	4
PC9. answer technical questions asked by the customers in regards to various accessories and value added products for different variants of the vehicle	6	1	5
Pc10. assist customers in selecting the right accessories for their vehicle that respond both to their needs and requirements	6	1	5
PC11. negotiate the terms of an agreement with the customer and close sales to ensure profitable sales	6	2	4
PC12.suggest alternative accessories that have the similar performance and serves the same need of the customer to replace the initially desired accessory, in case the required accessory is out of stock	6	2	4

	PC13.perform calculations and provide customers with quotations for the various value added services as per the different payment schedules selected by the customer		6	1	5
	PC14.ensure that vehicles ready for delivery are fitted with proper accessories as selected by the customer well in time before the customer comes for delivery		5	1	4
	PC15.examine weekly and monthly reports to ensure all outstanding debts have been collected for the value added services (including payments for Annual Maintenance Contracts, Extended warranty payments due etc.)		5	1	4
		Total	100	30	70
ASC/N0004 Manage customer relationship and quality service	PC1.analyse and comprehend all customer requirements and needs	100	13	5	8
	PC2.document complete customer requisites and assess them		9	2	7
	PC3.deliver and assist in delivering as per the noted requirements		11	3	8
	PC4.understand complete customer queries and complaints		11	3	8
	PC5.document all customer queries in the prescribed format of the organisation		9	2	7
	PC6.ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues		14	5	9
	PC7.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework		14	5	9
	PC8.document feedbacks and reviews from the customers & implement within the framework of the organization		9	2	7
	PC9.maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market		10	3	7
		Total	100	30	70
ASC/N0001 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 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 (by all means including face-to-face, telephonic as well as written)		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	100	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	PC1.comply with organisation's current health, safety and security policies and procedures	100	12	3	9

and 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