



Automotive Sales Consultant

QP Code: ASC/Q1005

Version: 2.0

NSQF Level: 5

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III, Leela Building
New Delhi - 110020

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ASC/Q1005: Automotive Sales Consultant

Brief Job Description

The individual is responsible for handling potential customer leads, presenting value proposition for vehicles and managing vehicle retail sales including Electric Vehicles.

Personal Attributes

The individual in this job must have good communication and interpersonal skills along with a pleasing personality. They must be patient with good listening ability.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N9813: Manage work and resources](#)
2. [ASC/N9812: Interact effectively with team, customers and others](#)
3. [ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer](#)
4. [ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales](#)
5. [ASC/N1121: Promote sales of Electric Vehicles \(EV\)](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1303
Minimum Educational Qualification & Experience	Graduate (in any discipline) with 1 Year of experience OR Certificate-NSQF (Automotive Telecaller/Automotive Sales Executive Level 4) with 2 Years of experience

Minimum Level of Education for Training in School	
Pre-Requisite License or Training	Permanent driving Licence
Minimum Job Entry Age	21 Years
Last Reviewed On	NA
Next Review Date	NA
NSQC Approval Date	
Version	2.0

ASC/N9813: Manage work and resources

Description

This NOS unit is about implementing safety, planning work, adopting sustainable practices for optimising use of resources.

Scope

The scope covers the following :

- Maintain safe and secure working environment
- Ensure work as per quality standards
- Material/energy/electricity conservation practices
- Effective waste management/recycling practices
- Ensure a healthy and hygienic workplace

Elements and Performance Criteria

Maintain safe and secure working environment

To be competent, the user/individual on the job must be able to:

- PC1. ensure that the team complies with organisation's health, safety, security policies and procedures
- PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy
- PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person

Ensure work as per quality standards

To be competent, the user/individual on the job must be able to:

- PC4. ensure work area is kept clean and tidy
- PC5. identify individual work requirements and provide necessary instructions to the team
- PC6. ensure the team works as per the assigned and agreed requirements
- PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken
- PC8. implement ways and guide the team to manage time, resources and cost effectively
- PC9. train the team on skill level advancement to develop expertise in their work
- PC10. ensure that the team understands accountability for timely completion of tasks
- PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem

Material/energy/electricity conservation practices

To be competent, the user/individual on the job must be able to:

- PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes
- PC13. ensure that the team uses resources in a responsible manner
- PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify

- PC15. supervise team to carry out routine cleaning of tools, machine and equipment
- PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required

Effective waste management/recycling practices

To be competent, the user/individual on the job must be able to:

- PC17. identify recyclable, non-recyclable and hazardous waste generated
- PC18. ensure the team segregates waste into different categories
- PC19. ensure proper disposal of non-recyclable waste
- PC20. ensure recyclable and reusable material is deposited at identified location
- PC21. ensure the team follows processes specified for disposal of hazardous waste

Ensure a healthy and hygienic workplace

To be competent, the user/individual on the job must be able to:

- PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly
- PC23. promote awareness about hygiene and sanitation regulations
- PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace
- PC25. support employees to cope with stress, anxiety etc.
- PC26. wear and dispose PPEs regularly and appropriately

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. different types of health and safety hazards that can be found in the workplace, risks and threats based on the nature of work
- KU2. company defined workplace hazards and rules/regulation for maintaining health, safety and security at workplace
- KU3. breaches in health, safety and security as well as procedures to report the same
- KU4. workshop layout with electrical, hydraulic and thermal equipment used
- KU5. the organisation's emergency procedures for different emergency situations and the importance of following the same
- KU6. ways of time and cost management
- KU7. ways to manage efficient utilisation of energy, material and water in the process
- KU8. ways to recognize common electrical problems and common practices of conserving electricity
- KU9. usage of different colours of dustbins and categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics
- KU10. organisations procedures for minimizing waste
- KU11. waste management and methods of waste disposal
- KU12. common sources of pollution and ways to minimize it
- KU13. different ways for skill level advancement to develop expertise
- KU14. key performance indicators for the new tasks
- KU15. timelines and goals set by the manager
- KU16. importance of quality and timely delivery of the product/service

KU17. organisation's policies to maintain personal health and hygiene at workplace

KU18. significance of greening

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. read instructions/guidelines/procedures
- GS2. listen effectively and orally communicate information
- GS3. ask for clarification and advice from the concerned person
- GS4. maintain positive and effective relationships with colleagues and customers
- GS5. evaluate the possible solution(s) to the problem
- GS6. complete written work with attention to detail
- GS7. modify work practices to improve them
- GS8. work with supervisors/team members to carry out work related tasks
- GS9. complete tasks efficiently and accurately within stipulated time
- GS10. make timely decisions for efficient utilization of resources
- GS11. be punctual and utilize time
- GS12. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain safe and secure working environment</i>	7	5	-	4
PC1. ensure that the team complies with organisation’s health, safety, security policies and procedures	2	2	-	1
PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy	3	2	-	2
PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person	2	1	-	1
<i>Ensure work as per quality standards</i>	15	8	-	5
PC4. ensure work area is kept clean and tidy	2	1	-	-
PC5. identify individual work requirements and provide necessary instructions to the team	2	1	-	1
PC6. ensure the team works as per the assigned and agreed requirements	1	1	-	-
PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken	3	2	-	2
PC8. implement ways and guide the team to manage time, resources and cost effectively	2	-	-	-
PC9. train the team on skill level advancement to develop expertise in their work	2	1	-	1
PC10. ensure that the team understands accountability for timely completion of tasks	2	-	-	-
PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem	1	2	-	1
<i>Material/energy/electricity conservation practices</i>	10	6	-	4
PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes	2	2	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. ensure that the team uses resources in a responsible manner	2	1	-	-
PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify	2	1	-	1
PC15. supervise team to carry out routine cleaning of tools, machine and equipment	2	1	-	-
PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required	2	1	-	1
<i>Effective waste management/recycling practices</i>	10	6	-	4
PC17. identify recyclable, non-recyclable and hazardous waste generated	2	2	-	1
PC18. ensure the team segregates waste into different categories	2	1	-	1
PC19. ensure proper disposal of non-recyclable waste	2	1	-	-
PC20. ensure recyclable and reusable material is deposited at identified location	2	1	-	1
PC21. ensure the team follows processes specified for disposal of hazardous waste	2	1	-	1
<i>Ensure a healthy and hygienic workplace</i>	8	5	-	3
PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly	2	1	-	-
PC23. promote awareness about hygiene and sanitation regulations	2	1	-	1
PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace	1	1	-	-
PC25. support employees to cope with stress, anxiety etc.	1	1	-	1
PC26. wear and dispose PPEs regularly and appropriately	2	1	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	50	30	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9813
NOS Name	Manage work and resources
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	18/03/2026
Deactivation Date	NA
NSQC Clearance Date	27/05/2021

ASC/N9812: Interact effectively with team, customers and others

Description

This unit is about communicating with team members, superior and others.

Scope

The scope covers the following :

- Communicate effectively with team members
- Interact with superiors
- Respect gender and ability differences

Elements and Performance Criteria

Communicate effectively with team members

To be competent, the user/individual on the job must be able to:

- PC1. implement ways to share information with team members in line with organisational requirements
- PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written
- PC3. manage and co-ordinate with team members to integrate work as per requirements
- PC4. work in a way that show respect for all team members and customers
- PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons
- PC6. resolve conflicts within the team members at work to achieve smooth workflow
- PC7. guide the team members to follow the organisation's policies and procedures
- PC8. ensure team goals are given preference over individual goals
- PC9. respect personal space of colleagues and customers

Interact with superiors

To be competent, the user/individual on the job must be able to:

- PC10. report progress on job allocated and team performance to the superiors
- PC11. escalate problems to superiors that cannot be handled
- PC12. train the team members to report completed work and receive feedback on work done
- PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future

Respect gender and ability differences

To be competent, the user/individual on the job must be able to:

- PC14. ensure team shows sensitivity towards all genders and PwD
- PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability
- PC16. help PwD team members to overcome the challenges, if asked

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. the importance of effective communication and establishing good working relationships with team members and superiors
- KU2. different methods of communication as per the circumstances
- KU3. gender based concepts, issues and legislation
- KU4. organisation standards and guidelines to be followed for PwD
- KU5. rights and duties at workplace with respect to PwD
- KU6. organisation policies and procedures pertaining to written and verbal communication

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. read safety instructions/guidelines
- GS2. modify work practices to improve them
- GS3. work with supervisors/team members to carry out work related tasks
- GS4. complete tasks efficiently and accurately within stipulated time
- GS5. make timely decisions for efficient utilization of resources
- GS6. read instructions/guidelines/procedures
- GS7. write in English/any one language

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communicate effectively with team members</i>	20	14	-	8
PC1. implement ways to share information with team members in line with organisational requirements	2	2	-	-
PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written	2	2	-	2
PC3. manage and co-ordinate with team members to integrate work as per requirements	2	1	-	2
PC4. work in a way that show respect for all team members and customers	3	1	-	2
PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons	2	2	-	-
PC6. resolve conflicts within the team members at work to achieve smooth workflow	3	2	-	-
PC7. guide the team members to follow the organisation's policies and procedures	2	1	-	-
PC8. ensure team goals are given preference over individual goals	2	1	-	-
PC9. respect personal space of colleagues and customers	2	2	-	2
<i>Interact with superiors</i>	18	10	-	7
PC10. report progress on job allocated and team performance to the superiors	4	3	-	2
PC11. escalate problems to superiors that cannot be handled	4	2	-	1
PC12. train the team members to report completed work and receive feedback on work done	5	2	-	2
PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future	5	3	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Respect gender and ability differences</i>	12	6	-	5
PC14. ensure team shows sensitivity towards all genders and PwD	4	2	-	2
PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability	4	2	-	2
PC16. help PwD team members to overcome the challenges, if asked	4	2	-	1
NOS Total	50	30	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9812
NOS Name	Interact effectively with team, customers and others
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	18/03/2026
Deactivation Date	NA
NSQC Clearance Date	27/05/2021

ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer

Description

This NOS unit is about ensuring that sales leads generated from various sources are closed and all required sales documentation is completed before the vehicle is delivered.

Scope

The scope covers the following :

- Collate vehicle sales leads
- Follow up on sales leads and deliver a sales pitch
- Process sales closure of all leads
- Perform after sales activities

Elements and Performance Criteria

Collate vehicle sales leads

To be competent, the user/individual on the job must be able to:

- PC1. update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches to be organised by participating in briefings/meetings
- PC2. collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database
- PC3. develop a plan to handle potential sales leads generated from tele-calling, showroom walk-ins, telephonic enquiries etc.
- PC4. adhere to the standard operating procedure (SOP) of OEM to establish a direct contact with the customer for a successful sales closure
- PC5. incorporate new methods for following up with leads, handling customers, fulfilling customer needs and other sales processes

Follow up on sales leads and deliver a sales pitch

To be competent, the user/individual on the job must be able to:

- PC6. greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures
- PC7. deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements
- PC8. explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride
- PC9. manage a diverse range of customer retention campaigns and sales delivery proposals for successfully presenting and executing sales

Process sales closure of all leads

To be competent, the user/individual on the job must be able to:

- PC10. respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)

- PC11. provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases
- PC12. check availability of test drive cars and schedule test drives as per booked appointments by potential customers
- PC13. explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan
- PC14. provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle
- PC15. provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle
- PC16. assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule

Perform after sales activities

To be competent, the user/individual on the job must be able to:

- PC17. record and track all deliveries through dealer management system (DMS) and follow up for referrals
- PC18. forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details
- PC19. report any complaints or queries from customers to the concerned departments/managers
- PC20. follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations
- PC21. follow up with existing customers to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.) or a launch of a new vehicle

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. organisational/professional code of ethics and practices to be followed during the sales process
- KU2. various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and organising promotional test-drives
- KU3. sales funnel and the process to filter leads to identify hot, warm and cold leads
- KU4. SOPs of the organisation/dealership for responding to sales enquiries
- KU5. how to handle telephonic queries including cold calls and providing information regarding vehicle variants, colour options and stock availability
- KU6. details about the vehicle such as price, taxes and other add-ons such as promotions, discounts, offers available at the dealership
- KU7. technical details and specifications of the competitor
- KU8. working of vehicle shop floor configurator with all detailed specifications, addition of accessories, deletion of accessories and presentation of the final version of customised product

- KU9. various types of transmission and its functionality in a vehicle
- KU10. facilities of vehicle finance and insurance offered at the dealership
- KU11. how to connect with Banks/NBFC's officials to obtain information on finance offers, new schemes, change in policies, discounts and current rate of interest
- KU12. method to compute and arrive at final on-road cost of a vehicle
- KU13. documentation required for customers and dealers to carry out sales procedures
- KU14. how to coordinate with colleagues from stockyard to ensure vehicle PDI is done prior to delivery as per OEM norms

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. read instructions/guidelines/procedures and sales scripts
- GS2. communicate effectively using an appropriate body language/tone
- GS3. clarify doubts and seek suggestions from the concerned person
- GS4. identify potential workplace problem and take suitable action
- GS5. communicate effectively using terms, names, grades and other nomenclature pertaining to the automotive trade, features etc. at the work place
- GS6. write any work related information in English/regional language
- GS7. analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently
- GS8. operate android, iOS platform applications and MS Office

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Collate vehicle sales leads</i>	4	8	-	4
PC1. update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches to be organised by participating in briefings/meetings	-	-	-	2
PC2. collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database	2	3	-	-
PC3. develop a plan to handle potential sales leads generated from tele-calling, showroom walk-ins, telephonic enquiries etc.	-	2	-	-
PC4. adhere to the standard operating procedure (SOP) of OEM to establish a direct contact with the customer for a successful sales closure	2	3	-	1
PC5. incorporate new methods for following up with leads, handling customers, fulfilling customer needs and other sales processes	-	-	-	1
<i>Follow up on sales leads and deliver a sales pitch</i>	7	12	-	4
PC6. greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures	2	3	-	1
PC7. deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements	2	3	-	1
PC8. explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride	2	4	-	-
PC9. manage a diverse range of customer retention campaigns and sales delivery proposals for successfully presenting and executing sales	1	2	-	2
<i>Process sales closure of all leads</i>	13	27	-	4

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)	2	3	-	-
PC11. provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases	2	5	-	2
PC12. check availability of test drive cars and schedule test drives as per booked appointments by potential customers	2	4	-	-
PC13. explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan	2	5	-	-
PC14. provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle	1	5	-	-
PC15. provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle	2	2	-	1
PC16. assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule	2	3	-	1
<i>Perform after sales activities</i>	6	3	-	8
PC17. record and track all deliveries through dealer management system (DMS) and follow up for referrals	-	-	-	2
PC18. forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details	2	-	-	2
PC19. report any complaints or queries from customers to the concerned departments/managers	-	-	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC20. follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations	2	3	-	-
PC21. follow up with existing customers to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.) or a launch of a new vehicle	2	-	-	2
NOS Total	30	50	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1002
NOS Name	Manage operations to achieve lead closures and deliver vehicle to customer
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	5
Credits	TBD
Version	3.0
Last Reviewed Date	NA
Next Review Date	NA
Deactivation Date	NA
NSQC Clearance Date	NA

ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales

Description

This NOS unit is about assisting concerned personnel in creating a sales package and drafting proposals to the OEM for approval to the OEM for institutions, corporates or bulk purchases of vehicles.

Scope

The scope covers the following :

- Assess overall requirement of bulk vehicles in the region
- Assist in creating customized sales packages and submitting proposal of the tenders floated

Elements and Performance Criteria

Assessing overall requirement of bulk vehicles in the region

To be competent, the user/individual on the job must be able to:

- PC1. gather potential customer profiles from the market to assess bulk requirements of vehicle (like mega construction projects, institutions, corporates, hotels, CSD, embassy etc.)
- PC2. share information/data on buying trends of potential customers with the dealership senior management to represent demand
- PC3. assist OEM sales representative to identify channels to connect with potential customers for institutional/bulk orders
- PC4. maintain good relationship with customers having large institutional requirements or running fleet operations and keep a track of their vehicle purchase requirements for their upcoming projects

Assist in creating customized sales packages and submitting proposal of the tenders floated

To be competent, the user/individual on the job must be able to:

- PC5. assist OEM sales representative in creating effective responses to tenders after analysing the tender requirements
- PC6. inform about the facilities that are available at the dealership as well their product range to the potential customer by highlighting the USP of the vehicle
- PC7. present a road map to the OEM sales representative for future vehicle sales by building a long term relationship with the prospective buyer
- PC8. assist the OEM sales representative in finalizing quotations as per customer requirements and forward any special requests (discounts, colour, variant etc.) for the vehicles
- PC9. ensure that customer is offered with the different financial schemes/options available (including special discounts, favorable financing, leasing options etc.) with the bank/NBFC for institutional or fleet operators and explain their benefits
- PC10. assist the OEM sales representative in handling objections and negotiating the terms of agreement on price etc. for closing sales of bulk orders
- PC11. follow up with potential customers to conclude sales process and ensure timely delivery of vehicles

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. how to create and submit a sales package for an institutional or fleet operators
- KU2. SOPs of the organisation/dealership for responding to sales enquiries, requests for quotations and tenders
- KU3. promotions, discounts, offers available from the dealership as per the OEM
- KU4. how to gather and analyse market information on fleet and institutional operators
- KU5. how to track vehicle purchase pattern or cycle of specific institutional or fleet operators (such as the army, government, corporate organisations etc.) and requests for quotations
- KU6. how to maintain a relationship with large institutional or fleet operators
- KU7. whom to approach for fleet/institutional/corporate vehicle finance and insurance options
- KU8. detailed technical and performance specifications of the vehicle
- KU9. competitive landscape including, competitor dealerships in the area, vehicles offered by competitors, pros and cons of the vehicle vis-a-vis those offered by competitors and price differentials with competitors products
- KU10. how to arrive at a cost estimate for responding to a new tender or potential institutional operators
- KU11. documentation requirements to be carried out as part of roles and responsibilities
- KU12. how to evaluate long term financial gain from a new tender or potential institutional buyer
- KU13. organisational and professional code of ethics and standards of practice

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1. read and write in English and at least one regional language
- GS2. read instructions, guidelines/procedures
- GS3. plan and organise work to achieve targets and deadlines

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assessing overall requirement of bulk vehicles in the region</i>	8	15	-	8
PC1. gather potential customer profiles from the market to assess bulk requirements of vehicle (like mega construction projects, institutions, corporates, hotels, CSD, embassy etc.)	3	4	-	3
PC2. share information/data on buying trends of potential customers with the dealership senior management to represent demand	1	4	-	2
PC3. assist OEM sales representative to identify channels to connect with potential customers for institutional/bulk orders	2	4	-	1
PC4. maintain good relationship with customers having large institutional requirements or running fleet operations and keep a track of their vehicle purchase requirements for their upcoming projects	2	3	-	2
<i>Assist in creating customized sales packages and submitting proposal of the tenders floated</i>	22	35	-	12
PC5. assist OEM sales representative in creating effective responses to tenders after analysing the tender requirements	3	5	-	2
PC6. inform about the facilities that are available at the dealership as well their product range to the potential customer by highlighting the USP of the vehicle	3	5	-	2
PC7. present a road map to the OEM sales representative for future vehicle sales by building a long term relationship with the prospective buyer	3	5	-	2
PC8. assist the OEM sales representative in finalizing quotations as per customer requirements and forward any special requests (discounts, colour, variant etc.) for the vehicles	2	5	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. ensure that customer is offered with the different financial schemes/options available (including special discounts, favorable financing, leasing options etc.) with the bank/NBFC for institutional or fleet operators and explain their benefits	4	5	-	1
PC10. assist the OEM sales representative in handling objections and negotiating the terms of agreement on price etc. for closing sales of bulk orders	3	5	-	2
PC11. follow up with potential customers to conclude sales process and ensure timely delivery of vehicles	4	5	-	1
NOS Total	30	50	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1003
NOS Name	Assist in creation and submission of tenders and sales package for bulk sales
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales Support- Dealer
NSQF Level	6
Credits	TBD
Version	2.0
Last Reviewed Date	NA
Next Review Date	NA
Deactivation Date	NA
NSQC Clearance Date	NA

ASC/N1121: Promote sales of Electric Vehicles (EV)

Description

This NOS unit is about learning, understanding and developing skills for promoting the technology and use of EV for sales closure (both for commercial and passenger vehicles).

Scope

The scope covers the following :

- Coordinate with sales team lead/manager/customer to manage leads on EV
- Coordinate with customers and installation team for EV charging stations

Elements and Performance Criteria

Coordinate with sales team lead/manager/customer to manage leads on EV

To be competent, the user/individual on the job must be able to:

- PC1. identify and consolidate EV leads to create credible long and short term plans for vehicle sales
- PC2. coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions
- PC3. manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV
- PC4. liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries
- PC5. ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies
- PC6. explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV
- PC7. inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners
- PC8. ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach

Coordinate with customers and installation team for EV charging stations

To be competent, the user/individual on the job must be able to:

- PC9. coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location
- PC10. conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations
- PC11. guide EV vehicle owner's to operate/use the EV charger station locator apps
- PC12. plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables

PC13. provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. how to operate IOS, Android application and their usage for EVs

KU2. different type of battery used in EVs, their usage and life span

KU3. use of electric charger and stations, equipment details and safety precautions

KU4. various chargers and their availability and types as well as charge time with different voltage supply (kW)

KU5. range in kilometre of every product

KU6. how to conduct market survey to identify location of electric charging stations across city and other states

KU7. different categories in which EV fall, like battery, plug-in hybrids or fuel cell vehicles

KU8. benefits for the environment such as low carbon footprint, zero emission etc. on using EV

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read instructions/guidelines/standard operating procedures

GS2. ask for clarifications from superior about the job requirement

GS3. make timely decisions for efficient utilization of resources

GS4. write in at least one language and complete written work with attention to detail

GS5. be punctual, utilize time and manage workload efficiently

GS6. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Coordinate with sales team lead/manager/customer to manage leads on EV</i>	17	26	-	10
PC1. identify and consolidate EV leads to create credible long and short term plans for vehicle sales	2	2	-	-
PC2. coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions	-	-	-	2
PC3. manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV	2	-	-	2
PC4. liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries	2	6	-	1
PC5. ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies	2	4	-	-
PC6. explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV	3	4	-	2
PC7. inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners	3	6	-	1
PC8. ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach	3	4	-	2
<i>Coordinate with customers and installation team for EV charging stations</i>	13	24	-	10
PC9. coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location	3	4	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations	3	6	-	2
PC11. guide EV vehicle owner's to operate/use the EV charger station locator apps	2	4	-	2
PC12. plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables	2	4	-	2
PC13. provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting	3	6	-	2
NOS Total	30	50	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1121
NOS Name	Promote sales of Electric Vehicles (EV)
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	NA
Deactivation Date	NA
NSQC Clearance Date	NA

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) (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. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on these criteria.
5. In case of successfully passing only certain number of NOSs, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9813.Manage work and resources	50	30	-	20	100	10
ASC/N9812.Interact effectively with team, customers and others	50	30	-	20	100	15
ASC/N1002.Manage operations to achieve lead closures and deliver vehicle to customer	30	50	-	20	100	35
ASC/N1003.Assist in creation of tenders and sales package for bulk sales	30	50	-	20	100	20
ASC/N1121.Identify the Electric Vehicle technology for managing lead closures	30	50	-	20	100	20
Total	190	210	-	100	500	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.