



Automotive Sales Team Leader

QP Code: ASC/Q1007

Version: 2.0

NSQF Level: 6

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III, Leela Building
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ASC/Q1007: Automotive Sales Team Leader

Brief Job Description

A sales team leader is responsible to drive its team to achieve set targets at the dealership. The individual is also responsible for planning, motivating team, training, counselling, and monitoring the performance of sales team.

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/N1122: Supervise and evaluate the performance](#)
4. [ASC/N1007: Plan, supervise and lead team for sales operations](#)
5. [ASC/N1012: Maintain customer relations and manage team](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1303

Minimum Educational Qualification & Experience	Graduate with 4 Years of Sales relevant experience OR Certificate-NSQF (Automotive Sales Consultant Level 5) with 2 Years of relevant experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	Permanent driving Licence
Minimum Job Entry Age	25 Years
Last Reviewed On	30/09/2021
Next Review Date	30/09/2024
NSQC Approval Date	30/09/2021
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	27/05/2021
Next Review Date	27/05/2026
Deactivation Date	27/05/2026
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	24/06/2021
Next Review Date	24/06/2026
Deactivation Date	24/06/2026
NSQC Clearance Date	24/06/2021

ASC/N1122: Supervise and evaluate the performance

Description

This NOS is about supervising and evaluating the performance of one's subordinates to ensure higher levels of motivation and work completion within the organisational framework.

Scope

The scope covers the following :

- Supervise & evaluate performance of all reporting executives
- Complete documentation

Elements and Performance Criteria

Supervise & evaluate performance of all reporting executives

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

- PC1. set goals and targets as per organisational directives for sales team
- PC2. take quantified measures and create metrics to analyse the performance delivered by team
- PC3. set tangible and achievable incentives for team members as per the goals and targets assigned
- PC4. ensure and implement strict adherence of all activities performed by team members to organisational guidelines
- PC5. monitor and supervise all activities performed by team members to achieve set goals
- PC6. evaluate performance of team members on the designed measures and metrics as per the guidelines of the organization
- PC7. assist and support reporting team members whenever necessary or applicable
- PC8. perform all appraisal related process flow for team members, as per their performance parameters
- PC9. ensure proper process flow and implement improvements as per the feedbacks and queries received from team members

Complete documentation

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

- PC10. document all Key Performance Indicators (KPIs) and metrics of team in the prescribed format of organisation
- PC11. handover all the documents and appropriate support measures to human resources department for official records

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. Standard Operating Procedures (SOP) of the organisation for appraisals, incentives, promotions and performance evaluation
- KU2. operating procedures for query and problem reporting and their redressal in the organisation

- KU3. framework and guidelines prescribed by the organisation for query, evaluation, appraisals and problem redressal
- KU4. documentation requirements for each procedure carried out as part of job roles and responsibilities
- KU5. institutional and professional code of ethics and standards of practice
- KU6. documentation requirements for appraisals and other performance evaluations of various subordinate positions
- KU7. process flow for performance evaluation, documentation and appraisals related with them
- KU8. subordinate and reporting executives problems and queries and documenting it in the organisation's prescribed format
- KU9. software or format such as MS Office and Management Information System (MIS) as prescribed by the organization

Generic Skills (GS)

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

- GS1. read and interpret workplace related documentation
- GS2. communicate using terms, names, grades and other nomenclature pertaining to the automotive trade
- GS3. analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently
- GS4. identify potential workplace problem and take suitable action
- GS5. write in English/regional language

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise & evaluate performance of all reporting executives</i>	34	33	-	16
PC1. set goals and targets as per organisational directives for sales team	5	3	-	2
PC2. take quantified measures and create metrics to analyse the performance delivered by team	5	4	-	2
PC3. set tangible and achievable incentives for team members as per the goals and targets assigned	5	3	-	2
PC4. ensure and implement strict adherence of all activities performed by team members to organisational guidelines	3	4	-	2
PC5. monitor and supervise all activities performed by team members to achieve set goals	4	4	-	2
PC6. evaluate performance of team members on the designed measures and metrics as per the guidelines of the organization	3	4	-	2
PC7. assist and support reporting team members whenever necessary or applicable	3	4	-	2
PC8. perform all appraisal related process flow for team members, as per their performance parameters	4	4	-	2
PC9. ensure proper process flow and implement improvements as per the feedbacks and queries received from team members	2	3	-	-
<i>Complete documentation</i>	6	7	-	4
PC10. document all Key Performance Indicators (KPIs) and metrics of team in the prescribed format of organisation	4	4	-	2
PC11. handover all the documents and appropriate support measures to human resources department for official records	2	3	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	40	40	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1122
NOS Name	Supervise and evaluate the performance
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	30/09/2021
Next Review Date	30/09/2024
Deactivation Date	30/09/2024
NSQC Clearance Date	30/09/2021

ASC/N1007: Plan, supervise and lead team for sales operations

Description

This NOS unit is about creating a sales plan, implement sales strategies and lead sales team to achieve set targets/goals.

Scope

The scope covers the following :

- Create an effective sales plan
- Supervise sales team in selling processes
- Lead sales team for achieving set targets

Elements and Performance Criteria

Create an effective sales plan

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

- PC1. collect data regarding sales projection as per organizational goals
- PC2. plan and implement sales strategies/various local promotional activities/events to engage team for generating sales leads
- PC3. coordinate with the dealership sales manager to develop a secondary sales strategy for recruiting and managing vehicle sales and team members
- PC4. ensure that the audits of assigned area or territory office are carried out appropriately and smoothly as per the OEM norms
- PC5. collate sales leads from all sources and guide the team members to follow-up the leads such as showroom walk-in leads, telephonic leads, digital leads, reference, cold calls, etc.
- PC6. ensure regular training for all the sales executives are planned and conducted periodically
- PC7. collect complete data from customers on showroom walk-in and ensure that it is recorded properly
- PC8. establish a robust sales process by maintaining vehicle stock and availability of variants in high demand

Supervise sales team in selling processes

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

- PC9. set goals and targets as per organisational directives for all reporting executives
- PC10. allocate territory and assign a product to sales team members as per their individual targets
- PC11. communicate all schemes announced by the OEM/dealership/financers and the channel partner timely and accurately to the team
- PC12. supervise test drives conducted by the sales executives at the dealership as per the organizational guidelines
- PC13. ensure that the database management is properly done and recorded for all information collated by the team sales executive regarding their vehicle sales
- PC14. liaison with executives from banks and insurance companies
- PC15. create quantified measures and metrics to analyse the performance delivered by sales executives

- PC16. supervise all activities performed by sales executives and ensure optimisation in their work to achieve set goal by providing them timely guidance and support
- PC17. support reporting executives by providing them assistance whenever a deviation or delay is observed

Lead sales team for achieving set targets

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

- PC18. plan tangible and achievable incentives for sales executives as per the goals and targets assigned
- PC19. ensure clear communication of incentive schemes and timely distribution of incentives/rewards to the team for maintaining higher levels of motivation
- PC20. recruit and manage sales executives to form teams for various vehicle product lines of the OEM
- PC21. conduct regular assessments for all the sales executives to check their skill level regarding sales processes and vehicle upgrades/new vehicle specifications
- PC22. guide the team to strictly adhere to all organisational SOPs and guidelines for all activities performed by sales executives
- PC23. implement proper process flow for feedbacks and queries received from customers
- PC24. prepare monthly sales reports and update the company systems accordingly for the area/line of business handled through the team
- PC25. update reports and strategies regularly about automobile market and competitor's activities
- PC26. evaluate performance of sales and reporting executives on the designed measures and metrics as per the guidelines of the organization
- PC27. prepare monthly sales reports and update the DMS accordingly to generate performance summary of individual team member and plan next month targets

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. Standard Operating Procedures (SOPs) and documents of the organisation/dealership for responding to sales enquiries, requests for quotations and tenders
- KU2. promotions, discounts and freebies offered by the OEM to the end customer (to push secondary sales)
- KU3. individual target, team target, defined area of the dealership, team allocation, visits feedback and existing and new events awareness
- KU4. how to allocate vehicles to sales executive in stock, tracking of sales executive individual sales i.e target/actual
- KU5. process flow for audits by external or internal OEM and dealer appointed agencies
- KU6. technical aspects and USPs of the vehicles over the competitor both for newly launched vehicles/upgraded vehicle range
- KU7. training partners and their details, if required
- KU8. process flow of billing of vehicles to the customers at the dealership
- KU9. technical specifications of various OEM products as well as those manufactured by the competitors
- KU10. financial management (dealer/distributor) including budgeting and forecasting

- KU11. how to collate and formulate a sales package for an institutional or fleet buyer
- KU12. test drive route map, major test drive spots for experiencing the vehicle, test vehicle availability and complete documentation
- KU13. how to conduct market research and surveys to analyse current trends in the market in order to develop counter strategies
- KU14. documentation requirements for vehicle finance and insurance
- KU15. documents required for processing of loan/finance along with the credit and risk policies or guidelines of the OEM/Bank/NBFC
- KU16. updates on schemes received regularly from OEM/dealership
- KU17. recruitment policies of dealer
- KU18. statutory compliance of the government and legal aspects and various local/regional peculiarities
- KU19. documentation requirements for each procedure carried out as part of roles and responsibilities as per the OEM guidelines

Generic Skills (GS)

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

- GS1. analyse trends and patterns on regular basis
- GS2. read workplace documentation
- GS3. communicate effectively for query handling, scheme implementation with the team
- GS4. interact with all the stakeholders in a polite and courteous manner
- GS5. use logic and reasoning to identify alternative solutions, conclusions or approaches to problems
- GS6. implement team management skills
- GS7. write in English and at least one regional language

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Create an effective sales plan</i>	9	5	-	7
PC1. collect data regarding sales projection as per organizational goals	1	-	-	1
PC2. plan and implement sales strategies/various local promotional activities/events to engage team for generating sales leads	1	-	-	1
PC3. coordinate with the dealership sales manager to develop a secondary sales strategy for recruiting and managing vehicle sales and team members	1	2	-	1
PC4. ensure that the audits of assigned area or territory office are carried out appropriately and smoothly as per the OEM norms	1	-	-	1
PC5. collate sales leads from all sources and guide the team members to follow-up the leads such as showroom walk-in leads, telephonic leads, digital leads, reference, cold calls, etc.	1	3	-	1
PC6. ensure regular training for all the sales executives are planned and conducted periodically	1	-	-	1
PC7. collect complete data from customers on showroom walk-in and ensure that it is recorded properly	1	-	-	1
PC8. establish a robust sales process by maintaining vehicle stock and availability of variants in high demand	2	-	-	-
<i>Supervise sales team in selling processes</i>	15	17	-	6
PC9. set goals and targets as per organisational directives for all reporting executives	2	2	-	-
PC10. allocate territory and assign a product to sales team members as per their individual targets	2	-	-	-
PC11. communicate all schemes announced by the OEM/dealership/financers and the channel partner timely and accurately to the team	2	3	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. supervise test drives conducted by the sales executives at the dealership as per the organizational guidelines	2	3	-	1
PC13. ensure that the database management is properly done and recorded for all information collated by the team sales executive regarding their vehicle sales	2	3	-	1
PC14. liaison with executives from banks and insurance companies	1	3	-	1
PC15. create quantified measures and metrics to analyse the performance delivered by sales executives	1	3	-	1
PC16. supervise all activities performed by sales executives and ensure optimisation in their work to achieve set goal by providing them timely guidance and support	2	-	-	1
PC17. support reporting executives by providing them assistance whenever a deviation or delay is observed	1	-	-	-
<i>Lead sales team for achieving set targets</i>	16	18	-	7
PC18. plan tangible and achievable incentives for sales executives as per the goals and targets assigned	2	3	-	1
PC19. ensure clear communication of incentive schemes and timely distribution of incentives/rewards to the team for maintaining higher levels of motivation	1	3	-	-
PC20. recruit and manage sales executives to form teams for various vehicle product lines of the OEM	1	-	-	-
PC21. conduct regular assessments for all the sales executives to check their skill level regarding sales processes and vehicle upgrades/new vehicle specifications	2	-	-	-
PC22. guide the team to strictly adhere to all organisational SOPs and guidelines for all activities performed by sales executives	2	-	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC23. implement proper process flow for feedbacks and queries received from customers	1	3	-	1
PC24. prepare monthly sales reports and update the company systems accordingly for the area/line of business handled through the team	1	-	-	1
PC25. update reports and strategies regularly about automobile market and competitor's activities	2	3	-	1
PC26. evaluate performance of sales and reporting executives on the designed measures and metrics as per the guidelines of the organization	2	3	-	1
PC27. prepare monthly sales reports and update the DMS accordingly to generate performance summary of individual team member and plan next month targets	2	3	-	1
NOS Total	40	40	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1007
NOS Name	Plan, supervise and lead team for sales operations
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	6
Credits	TBD
Version	2.0
Last Reviewed Date	30/09/2021
Next Review Date	30/09/2024
Deactivation Date	30/09/2024
NSQC Clearance Date	30/09/2021

ASC/N1012: Maintain customer relations and manage team

Description

This NOS unit is about managing relationship and liaising with customers to ensure prompt services and delivery outstanding customer experience.

Scope

The scope covers the following :

- Engage with customer to deliver outstanding customer experience
- Manage sales team

Elements and Performance Criteria

Engage with customer to deliver outstanding customer experience

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

- PC1. analyse and identify customer needs/requirements
- PC2. assist the manager in completing documentation of customers and fulfil their requirements and preferences for developing sales strategies
- PC3. collate and analyse common customer queries/complaints regarding sales call, assistance and vehicle delivery
- PC4. record all customer data in the prescribed format of the organisation
- PC5. guide the team in resolving queries/complaints related to warranty claims and other performance related issues in least turnaround time
- PC6. supervise the sales team to ensure that they enhance customer satisfaction through pleasant and excellent customer experience within the organisation's framework
- PC7. train the team members to maintain a healthy and professional relationship with the customers, especially key accounts and influencers in the market

Manage sales team

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

- PC8. motivate the team members to work towards achieving individual targets and support them whenever needed
- PC9. identify strengths and weaknesses of the individuals and help them to manage these
- PC10. train new team members as per organizational standards and policies
- PC11. analyse problems on any issues raised by the customers during the sales function and suggest sales team with best possible solution
- PC12. report to the sales manager about the progress and performance of sales team

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. how to fulfil requirements of the customers and suggest delivery accordingly

- KU2. Software or Format such as MS Office, Customer Relationship Management (CRM) and Management Information System (MIS) as prescribed by the organization
- KU3. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
- KU4. framework and guidelines as prescribed by the organisation for query and complaint redressal
- KU5. documentation requirements from customers for warranty claims and other performance related feedback for respective OEM vehicle
- KU6. how to capture customer voice/feedback on the auto components/aggregates for various OEM vehicles on price, performance, availability of accessories, warranty & other service-related aspects
- KU7. how to resolve queries of subordinate and reporting executive and document the same in the organisation prescribed format
- KU8. safety and health policies and regulations for the workplace
- KU9. problem solving techniques to be able to work towards a more practical approach

Generic Skills (GS)

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

- GS1. write in English and one regional language
- GS2. read instructions/guidelines/procedures
- GS3. listen effectively and orally communicate information
- GS4. evaluate the possible solution(s) to the problem
- GS5. complete written work with attention to detail
- GS6. modify work practices to improve them
- GS7. complete tasks efficiently and accurately within stipulated time
- GS8. 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>Engage with customer to deliver outstanding customer experience</i>	20	15	-	13
PC1. analyse and identify customer needs/requirements	4	3	-	2
PC2. assist the manager in completing documentation of customers and fulfil their requirements and preferences for developing sales strategies	2	3	-	2
PC3. collate and analyse common customer queries/complaints regarding sales call, assistance and vehicle delivery	3	3	-	2
PC4. record all customer data in the prescribed format of the organisation	2	-	-	-
PC5. guide the team in resolving queries/complaints related to warranty claims and other performance related issues in least turnaround time	3	3	-	2
PC6. supervise the sales team to ensure that they enhance customer satisfaction through pleasant and excellent customer experience within the organisation's framework	3	3	-	3
PC7. train the team members to maintain a healthy and professional relationship with the customers, especially key accounts and influencers in the market	3	-	-	2
<i>Manage sales team</i>	20	25	-	7
PC8. motivate the team members to work towards achieving individual targets and support them whenever needed	4	5	-	2
PC9. identify strengths and weaknesses of the individuals and help them to manage these	4	5	-	2
PC10. train new team members as per organizational standards and policies	4	5	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. analyse problems on any issues raised by the customers during the sales function and suggest sales team with best possible solution	4	5	-	1
PC12. report to the sales manager about the progress and performance of sales team	4	5	-	1
NOS Total	40	40	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1012
NOS Name	Maintain customer relations and manage team
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	30/09/2021
Next Review Date	30/09/2024
Deactivation Date	30/09/2024
NSQC Clearance Date	30/09/2021

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) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on the knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for the theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
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/N1122.Supervise and evaluate the performance	40	40	-	20	100	15
ASC/N1007.Plan, supervise and lead team for sales operations	40	40	-	20	100	30
ASC/N1012.Maintain customer relations and manage team	40	40	-	20	100	30
Total	220	180	-	100	500	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
KPI	Key Performance Indicators
SOP	Standard Operating Procedure
OEM	Original Equipment Manufacturer
USP	Unique Selling Proposition
NBFC	Non-Banking Financial Company
OEM	Original Equipment Manufacturer
SOP	Standard Operating Procedure

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.