



# Automotive Showroom Host

QP Code: ASC/Q1103

Version: 2.0

NSQF Level: 3

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase - III,  
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## ASC/Q1103: Automotive Showroom Host

### Brief Job Description

The individual is responsible for handling front office work, attending to the customers and responding to their queries while working in an automotive showroom.

### Personal Attributes

The individual must have good communication and interpersonal skills. The person must be customer centric and patient to handle diverse customers.

### Applicable National Occupational Standards (NOS)

#### Compulsory NOS:

1. [ASC/N9807: Organize work and resources \(Sales\)](#)
2. [ASC/N9806: Interact effectively with colleagues, customers and others \(Sales\)](#)
3. [ASC/N1103: Perform activities for hosting customers in an automobile showroom](#)

### Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support,
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/4226.0201
Minimum Educational Qualification & Experience	8th Class
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	18/08/2020
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NSQC Approval Date	
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## ASC/N9807: Organize work and resources

### Description

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

### Scope

The scope covers the following :

- Maintain safe and secure working environment
- Health and hygiene
- Perform work as per quality standards
- Material/energy conservation practices

### Elements and Performance Criteria

#### *Maintain safe and secure working environment*

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

- PC1. organise work as per organisation's current health, safety and security policies and procedures
- PC2. report any breaches in health, safety and security policies and procedures to the designated person
- PC3. identify any risks and hazards associated with work activities, their causes and prevention

#### *Health and hygiene*

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

- PC4. ensure workstation and equipment are regularly cleaned and sanitized
- PC5. clean hands with soap, alcohol-based sanitizer regularly
- PC6. wear and dispose PPEs regularly and appropriately
- PC7. avoid contact with ill people and self-isolate in a similar situation
- PC8. follow stress and anxiety management techniques

#### *Perform work as per quality standards*

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

- PC9. ensure that work requirements are accomplished within the specified timeline
- PC10. ensure team goals are given preference over individual goals

#### *Material/energy conservation practices*

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

- PC11. identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes
- PC12. check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc.
- PC13. check if the electronic appliances and peripherals are properly functioning and are turned off when not in use

PC14. identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories

PC15. deposit recyclable and reusable material at identified location in the showroom's store/back area

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. organisation's procedures for health, safety, security and individual's role and responsibilities in this context
- KU2. different medications used for relieving symptoms of basic ailment
- KU3. organisation's emergency procedures for various situations and the importance of following the same
- KU4. evacuation procedures for workers and visitors
- KU5. how and when to report hazards as well as the responsibility for dealing with hazards
- KU6. potential hazards, risks and threats based on the nature of work
- KU7. efficient utilisation of material and water
- KU8. common practices of conserving electricity and prevalent energy efficient devices
- KU9. common sources of pollution and ways to minimize it
- KU10. categorisation of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics
- KU11. usage of different colours of dustbins
- KU12. waste management
- KU13. significance of greening
- KU14. organisation's policies to maintain personal health and hygiene at workplace

## Generic Skills (GS)

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

- GS1. read instructions/guidelines/Standard Operating Procedures(SOPs)
- GS2. complete statutory documents relevant to safety and hygiene
- GS3. modify work practices to improve them
- GS4. ask for clarifications about the job requirement from superior
- GS5. work with supervisors/team members to carry out work related tasks
- GS6. complete tasks efficiently and accurately within stipulated time
- GS7. inform/report to concerned person in case of any problem
- GS8. make timely decisions
- GS9. be punctual, utilize time and manage workload efficiently
- GS10. write in at least one language and complete written work with attention to detail
- GS11. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response
- GS12. use correct body language and etiquette for attending customers

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain safe and secure working environment</i>	14	3	-	9
PC1. organise work as per organisation's current health, safety and security policies and procedures	4	-	-	3
PC2. report any breaches in health, safety and security policies and procedures to the designated person	5	3	-	3
PC3. identify any risks and hazards associated with work activities, their causes and prevention	5	-	-	3
<i>Health and hygiene</i>	9	6	-	-
PC4. ensure workstation and equipment are regularly cleaned and sanitized	-	3	-	-
PC5. clean hands with soap, alcohol-based sanitizer regularly	-	3	-	-
PC6. wear and dispose PPEs regularly and appropriately	-	-	-	-
PC7. avoid contact with ill people and self-isolate in a similar situation	5	-	-	-
PC8. follow stress and anxiety management techniques	4	-	-	-
<i>Perform work as per quality standards</i>	12	9	-	6
PC9. ensure that work requirements are accomplished within the specified timeline	7	5	-	3
PC10. ensure team goals are given preference over individual goals	5	4	-	3
<i>Material/energy conservation practices</i>	15	12	-	5
PC11. identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes	5	4	-	3
PC12. check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc.	5	4	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. check if the electronic appliances and peripherals are properly functioning and are turned off when not in use	5	4	-	-
PC14. identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories	-	-	-	-
PC15. deposit recyclable and reusable material at identified location in the showroom's store/back area	-	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>30</b>	<b>-</b>	<b>20</b>

## National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9807
NOS Name	Organize work and resources
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	18/08/2020
Next Review Date	18/08/2025
NSQC Clearance Date	

## ASC/N9806: Interact effectively with colleagues, customers and others (Sales)

### Description

This NOS unit is about communicating professionally with customers and colleagues/manager at the showroom.

### Scope

The scope covers the following :

- Communicate effectively with colleagues, customers and others
- Interact with superior

### Elements and Performance Criteria

#### *Communicate effectively with colleagues, customers and others*

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

- PC1. communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language
- PC2. coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working
- PC3. select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures
- PC4. adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects
- PC5. adjust communication styles to reflect gender and persons with disability (PWD) sensitivity
- PC6. work in a manner that shows gratitude for all customers, colleagues and others
- PC7. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department
- PC8. present oneself well while dealing/interacting with customers
- PC9. resolve queries/issues of customers with the help of sales team within the scope of work
- PC10. provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers

#### *Interact with superior*

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

- PC11. receive instructions from reporting manager and identify work requirements/timelines
- PC12. provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope
- PC13. identify challenges that are out of scope and report/escalate them to managers
- PC14. prepare a daily report and record necessary information regarding assigned/completed work
- PC15. analyse customer/manager feedback and take appropriate action
- PC16. report completed work to manager

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the importance of effective communication and establishing good relationships with customers, colleagues and manager
- KU2.** different methods of communication as per the circumstances and customer type (e.g. using regional language vis-à-vis conversing in English)
- KU3.** etiquette and protocols for interaction with customers, colleagues and manager
- KU4.** gender-based concepts, issues and legislation
- KU5.** different type of information that should be timely and correctly shared with colleagues, such as any promotional scheme, new product/accessories information from OEM, new launch dates, models discontinued by OEM, etc.
- KU6.** organisation policies and procedures pertaining to written and verbal communication
- KU7.** how to maintain personal hygiene and a presentable appearance to effectively carry out the role and responsibilities

## 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.** maintain positive and effective relationship with colleagues and customers
- GS5.** evaluate appropriate solution(s) to customer's requirements/concerns
- GS6.** deliver consistent and reliable service to customers
- GS7.** complete written work timely with attention to detail
- GS8.** ensure that the work meets customer and organizational requirements

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communicate effectively with colleagues, customers and others</i>	32	13	-	14
PC1. communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language	4	3	-	4
PC2. coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working	4	-	-	-
PC3. select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures	4	-	-	-
PC4. adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects	3	-	-	3
PC5. adjust communication styles to reflect gender and persons with disability (PwD) sensitivity	4	4	-	3
PC6. work in a manner that shows gratitude for all customers, colleagues and others	4	3	-	3
PC7. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department	3	-	-	1
PC8. present oneself well while dealing/interacting with customers	-	3	-	-
PC9. resolve queries/issues of customers with the help of sales team within the scope of work	3	-	-	-
PC10. provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers	3	-	-	-
<i>Interact with superior</i>	18	17	-	6
PC11. receive instructions from reporting manager and identify work requirements/timelines	4	5	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope	3	-	-	1
PC13. identify challenges that are out of scope and report/escalate them to managers	-	5	-	3
PC14. prepare a daily report and record necessary information regarding assigned/completed work	4	4	-	2
PC15. analyse customer/manager feedback and take appropriate action	4	3	-	-
PC16. report completed work to manager	3	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>30</b>	<b>-</b>	<b>20</b>

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N9806
<b>NOS Name</b>	Interact effectively with colleagues, customers and others (Sales)
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Generic
<b>Occupation</b>	Generic
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	18/08/2020
<b>Next Review Date</b>	18/08/2025
<b>NSQC Clearance Date</b>	

## ASC/N1103: Hosting customers and handling sales operations

### Description

This NOS unit is about hosting customer and handling sales operations in an automobile showroom.

### Scope

The scope covers the following :

- Host the customer and provide relevant information
- Perform coordination activities
- Participate in meetings and trainings

### Elements and Performance Criteria

#### *Host the customer and provide relevant information*

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

- PC1. greet and meet any showroom walk-in customer with confidence to make him/her comfortable by offering seating and refreshments (tea/coffee/water)
- PC2. listen and record customer requirements related to purchase of vehicle, model, specifications etc. and hand out brochure and other information
- PC3. assist the customer to fill personal details in the format provided by dealership/OEM such as name, address, contact number, vehicle exchange, new vehicle details, demographic information etc.
- PC4. provide basic information related to accessories/VAS or special services and transfer the lead to the relevant department for detailed discussions
- PC5. promote organisation's schemes, services, facilities etc.
- PC6. ensure customer satisfaction by coordinating with colleagues for any queries (sales/services)
- PC7. introduce the customer to a sales consultant or notify him/her thereby transferring the showroom sales lead
- PC8. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department
- PC9. take feedback from customer and record the same

#### *Perform coordination activities*

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

- PC10. coordinate with sales team to ensure that all pending work is completed
- PC11. coordinate with administrative staff to ensure guidelines for showroom maintenance are followed as per OEM checklist
- PC12. coordinate with sales team/marketing team to promote organization's new schemes, services, facilities via in-bound calls (newspaper advert etc.)

#### *Participate in meetings and trainings*

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

- PC13. update oneself regarding any change in schemes/new schemes/events (doctor's meet/fleet operator meet/new model launch etc.) to be organised by participating in briefings/meetings
- PC14. complete the scheduled trainings and qualify tests as per OEM standards

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. Standard Operating Procedures(SOPs), organisational and professional code of ethics and standards of practice within the organisation/showroom
- KU2. about the Automotive Industry in India, showroom and role and responsibilities of different people in the showroom
- KU3. customer query reporting along with their resolution mechanism through the sales team in the organisation
- KU4. Customer Relationship Management (CRM) related framework provided by the organisation
- KU5. vehicle features/specifications and VAS for the vehicles/variants along with basic details of accessories available
- KU6. documentation requirements for each procedure
- KU7. how to capture customer feedback on the services provided by the showroom
- KU8. guidelines for showroom display and maintenance as per OEM checklist
- KU9. detail of vehicles offered by OEM competitors
- KU10. working knowledge of computer

## Generic Skills (GS)

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

- GS1. read instructions/guidelines/standard operating procedures
- GS2. complete statutory documents relevant to safety and hygiene
- GS3. modify work practices to improve them
- GS4. ask for clarifications from superior about the job requirement
- GS5. complete tasks efficiently and accurately within stipulated time
- GS6. record data on waste disposal at workplace
- GS7. be punctual, utilize time and manage workload efficiently
- GS8. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response
- GS9. use correct body language and etiquette
- GS10. interact with customers using appropriate types of communication
- GS11. write in English/regional language
- GS12. analyse information and evaluate results to choose the best solution and solve problems

## Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Host the customer and provide relevant information</i>	20	40	-	14
PC1. greet and meet any showroom walk-in customer with confidence to make him/her comfortable by offering seating and refreshments (tea/coffee/water)	3	5	-	-
PC2. listen and record customer requirements related to purchase of vehicle, model, specifications etc. and hand out brochure and other information	3	7	-	3
PC3. assist the customer to fill personal details in the format provided by dealership/OEM such as name, address, contact number, vehicle exchange, new vehicle details, demographic information etc.	3	7	-	3
PC4. provide basic information related to accessories/VAS or special services and transfer the lead to the relevant department for detailed discussions	2	5	-	2
PC5. promote organisation’s schemes, services, facilities etc.	2	5	-	2
PC6. ensure customer satisfaction by coordinating with colleagues for any queries (sales/services)	-	-	-	2
PC7. introduce the customer to a sales consultant or notify him/her thereby transferring the showroom sales lead	2	-	-	-
PC8. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department	3	7	-	-
PC9. take feedback from customer and record the same	2	4	-	2
<i>Perform coordination activities</i>	5	10	-	6
PC10. coordinate with sales team to ensure that all pending work is completed	2	5	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. coordinate with administrative staff to ensure guidelines for showroom maintenance are followed as per OEM checklist	3	5	-	2
PC12. coordinate with sales team/marketing team to promote organization’s new schemes, services, facilities via in-bound calls (newspaper advert etc.)	-	-	-	2
<i>Participate in meetings and trainings</i>	5	-	-	-
PC13. update oneself regarding any change in schemes/new schemes/events (doctor’s meet/fleet operator meet/new model launch etc.) to be organised by participating in briefings/meetings	3	-	-	-
PC14. complete the scheduled trainings and qualify tests as per OEM standards	2	-	-	-
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>-</b>	<b>20</b>

## National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N1103
<b>NOS Name</b>	Hosting customers and handling sales operations
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Automotive Vehicle Sales (Dealer)
<b>Occupation</b>	Dealer Sales Support
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	4.0
<b>Last Reviewed Date</b>	18/08/2020
<b>Next Review Date</b>	18/08/2025
<b>NSQC Clearance Date</b>	

## 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

**Recommended Pass % : 65**

### Assessment Weightage

#### Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9807.Organize work and resources (Sales)	46	27	-	20	93	15
ASC/N9806.Interact effectively with colleagues, customers and others (Sales)	47	30	-	20	97	15
ASC/N1103.Perform activities for hosting customers in an automobile showroom	30	50	-	20	100	70
<b>Total</b>	<b>123</b>	<b>107</b>	<b>-</b>	<b>60</b>	<b>290</b>	<b>100</b>

## Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>SOP</b>	Standard Operating Procedure
<b>OEM</b>	Original Equipment Manufacturer
<b>PwD</b>	Persons With Disabilities
<b>VAS</b>	Value-Added Service
<b>CRM</b>	Customer Relationship Management
<b>MIS</b>	Management Information System

## Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.
<b>Knowledge and Understanding (KU)</b>	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.

<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.