



Model Curriculum

QP Name: Automotive Showroom Host

QP Code: ASC/Q1103

QP Version: 2.0

NSQF Level: 3

Model Curriculum Version: 1.0

Automotive Skill Development Council
Leela Building, 153 GF, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020

Table of Contents

Training Parameters	3
Program Overview	4
Training Outcomes	4
Compulsory Modules.....	4
Module Details	6
Introduction to the Role of an Automotive Showroom Host.....	6
Work Effectively and Efficiently	7
Optimize Resource Utilization	9
Communicate Effectively and Efficiently.....	10
Hosting customers and handling sales operations.....	11
Annexure	13
Trainer Requirements.....	13
Assessment Strategy.....	15

Training 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-2015/4266.0201
Minimum Educational Qualification & Experience	8 th Class
Prerequisite License or Training	N/A
Minimum Job Entry Age	18 Years
Last Reviewed on	18/08/2020
Next Review Date	18/08/2025
NSQC Approval Date	
Version	2.0
Model Curriculum Creation Date	18/08/2020
Model Curriculum Valid Upto Date	18/08/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	200 Hours, 0 Minutes
Maximum Duration of the Course	200 Hours, 0 Minutes

Program Overview

This section summarises the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills:

- Work effectively and efficiently as per schedules and timelines.
- Implement safety practices.
- Optimize the use of resources.
- Communicate effectively using interpersonal skills.
- Attend to customers effectively and address their queries/concerns.
- Perform sales related activities.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Introduction to the Role of Showroom Host <i>Bridge Module</i>	08:00	0:00	-	-	08:00
ASC/N9807 – Organize work and resources NOS Version No. 1.0 NSQF Level 3	16:00	24:00	-	-	40:00
Work effectively and efficiently	08:00	16:00	-	-	24:00
Optimize resource utilization	08:00	08:00	-	-	16:00
ASC/N9806 – Interact effectively with colleagues, customers and others (Sales) NOS Version No. 1.0 NSQF Level 3	16:00	24:00	-	-	40:00
Communicate effectively	16:00	24:00	-	-	40:00

and efficiently					
ASC/N1103 – Hosting customers and handling sales operations NOS Version No. 1.0 NSQF Level 3	40:00	72:00	-	-	112:00
Host customers and work efficiently in an automobile showroom	40:00	72:00	-	-	112:00
Total Duration	80:00	120:00	-	-	200:00

Module Details

Module 1

Introduction to the Role of an Automotive Showroom Host

Bridge Module

Terminal Outcomes:

- Discuss how to work as per the defined role and responsibilities of an Automotive Showroom Host.
- Discuss the scope of work of an Automotive Showroom Host.

Duration: 08:00	Duration: 0:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the role and responsibilities of an automotive showroom host. • Explain the different phases of the sales cycle and the sales operations involved. • Discuss the policies, regulations and standard operating procedures (SOPs) of the organisation/dealership applicable to sales operations. • Outline the statutory regulations and social compliances for automotive industry as proposed by the Government. • Explain the organisational and professional code of ethics and standards of follow-up and sales practice. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2

Work Effectively and Efficiently

Mapped to NOS ASC/N9807

Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards. correctly

Duration: 08:00	Duration: 16:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Describe the ways to organize work as per organization’s health, safety and security policies/procedures. ● Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. ● List the potential workplace related risks and hazards, causes, preventions and reporting structure. ● State the methods to keep the showroom area as well as equipment clean, tidy and sanitized. ● Discuss how to complete the given work within the stipulated time period. ● Explain the importance of prioritizing team goals over individual goals. ● Discuss epidemics/pandemics and their impact on society at large. ● Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. ● Define self-quarantine or self-isolation. ● List common ailments and their medication. ● Explain the significance of following prescribed rules and guidelines during an epidemic or a pandemic or any emergency. ● Discuss organization’s hygiene and sanitation guidelines. ● Describe the ways of dealing with stress and anxiety during an epidemic or a 	<ul style="list-style-type: none"> ● Apply basic housekeeping practices to ensure that the showroom area/work area/equipment is clean, sanitized and disinfected. ● Demonstrate how to evacuate the workplace in case of an emergency. ● Demonstrate the correct way of washing hands using soap and water. ● Display the correct way of sanitizing hands using alcohol-based hand rubs. ● Prepare a list of relevant hotline/emergency numbers. ● Demonstrate how to wear and dispose different types of PPEs properly

pandemic.	
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Sanitization kit, disinfectants, alcohol-based sanitizers, different types of face masks, shields etc.	

Module 3

Optimize Resource Utilization

Mapped to NOS ASC/N9807

Terminal Outcomes:

- Use resources efficiently.
- Apply conservation practices at the workplace.

Duration: 08:00	Duration: 08:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the ways to optimize usage of resources, especially water. ● State the importance of conserving electricity and using prevalent energy efficient devices. ● List the different categories of waste viz. dry, wet, recyclable, non-recyclable, etc. ● Differentiate between recyclable and non-recyclable waste for the purpose of segregation ● State the importance of using appropriate colour dustbins for different types of waste. ● Discuss various methods of waste management. ● Describe the significance of greening ● Discuss the common sources of pollution and ways to minimize it. 	<ul style="list-style-type: none"> ● Perform basic checks to identify any spills and leaks around the showroom area and workstation and report to housekeeping staff for corrective action. ● Employ different ways to check if electronic appliances/peripherals are functioning properly and turned on only when required. ● Employ ways for efficient utilization of material and resources like stationary items, electricity and water. ● Use energy efficient electrical appliances to ensure energy conservation. ● Demonstrate how to deposit recyclable/reusable material at the specified location
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Different type of waste bins to collect and segregate waste for disposal	

Module 4

Communicate Effectively and Efficiently

Mapped to NOS ASC/N9806

Terminal Outcomes:

- Use effective communication and interpersonal skills.
- Demonstrate how to interact with different genders and people with disabilities.

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the organizational structure protocol for communicating with colleagues, customers and others so as to establish good relationships with them. ● Outline the different departments of the organization for coordination ● Discuss the ways to adjust the communication styles to reflect sensitivity towards gender and persons with disability (PwD). ● Explain the importance of presenting oneself well while dealing/interacting with others and maintaining personal hygiene. ● State the procedure to receive work instructions and report problems/challenges out of one’s scope to the supervisor. ● List the various organizational policies and procedures to be followed at the workplace w.r.t. verbal and written communication. ● Outline key highlights of various promotional schemes, new product/accessories, models discontinued by OEM, etc. ● Discuss the importance of feedback received from customer/manager. ● Describe the protocol for giving suggestions and ideas for improving work processes. 	<ul style="list-style-type: none"> ● Conduct a role play on how to communicate with others using different means of communication ● Demonstrate professional etiquette for effective interaction with customers, colleagues and others. ● Role play a situation on how to acknowledge customer complaint and coordinate with the concerned department for resolution ● Apply appropriate techniques to provide required information/advice to customers and resolve their queries in collaboration with the sales team. ● Prepare a sample report to share the work status with the manager on daily basis along with work completion report. ● Demonstrate how to communicate with different genders and persons with disability (PwD) in a sensitive manner.
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	

Tools, Equipment and Other Requirements
--

Sample of escalation matrix, organisation structure.
--

Module 5

Hosting Customers and Handling Sales Operations

Mapped to NOS ASC/N1103

Terminal Outcomes:

- Demonstrate how to host the customer and provide appropriate sales information.
- Employ appropriate techniques to manage customer queries and feedbacks.

Duration: 40:00	Duration: 72:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Identify the ways to handle customer enquiries about product (such as vehicle type, model, specifications) and pricing on various platforms. • Discuss the importance of conveying correct and concise information for promotional schemes, services and facilities by coordinating with sales/marketing team. • Describe the procedure to acknowledge and escalate complaints to concerned departments • Explain the guidelines/checklist pertaining to showroom maintenance and presentation well. • Discuss the importance of attending daily briefings/meetings and scheduled training sessions for qualifying tests. • Describe the accessories/value added or special services and coordinate with relevant department in case further information is needed. • Appraise how to resolve post-sale customer queries and complaints as per organizational SOPs. • Identify the importance of maintaining proper records and documentation. • Explain the working of Customer Relationship Management (CRM) software. • Discuss the required vehicle specifications and features with the Sales Consultant or concerned technical staff. • List competitors’ offerings and compare these with the showroom offerings to evaluate scope for improvement in selling schemes and strategies. 	<ul style="list-style-type: none"> • Conduct a role play on how to attend the customer upon arrival in the showroom as per organisation’s norms. • Follow appropriate procedure to transfer the lead to accessory/VAS sales executive for detailed discussions. • Conduct a role play on how to introduce/assign a sales consultant to assist the customer with further queries about the product. • Demonstrate how to coordinate with colleagues/sales team to ensure that all customer queries are resolved and pending work is completed. • Use MS Word, MS Excel, MS PowerPoint and Customer Relationship Management (CRM). • Record data received from walk-in customers including customer details, feedback and queries.

Classroom Aids:
Laptop, white board, marker, projector
Tools, Equipment and Other Requirements
Laptop with MS Word, MS Excel, MS PowerPoint, CRM, Tally, SAP and Prim ware

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
BBA	Marketing	2	Automotive Sales	NA	NA	NA
B.Sc., B.Com. or equivalent degree		2	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF-L-5 (Automotive Sales Consultant)		2	Automotive Sales	1	Automotive Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Showroom Host”, “ASC/Q1103”, minimum accepted score is 70%	Recommended that the Trainer is certified for the Job Role: “Trainer”, “MEP/Q2601”, minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
BBA	Marketing	2	Automotive Sales	1	Automotive Sales	NA
B.Sc., B.Com. or equivalent degree		3	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF-L-5 (Automotive Sales Consultant)		3	Automotive Sales	1	Automotive Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Showroom Host”, “ASC/Q1103”, minimum accepted score is 70%	Recommended that the Assessor is certified for the Job Role: “Assessor”, “MEP/Q2701”, minimum accepted score is 80%

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment – The assessor should:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels/Framework:

- Question papers are created by the Subject Matter Experts (SME)
- Question papers created by the SME are verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded/accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives