



# Participant Handbook

Sector  
**Automotive**

Sub-Sector  
**Automotive Vehicle Sales  
(Dealer)**

Occupation  
**Sales Support**

Reference ID: **ASC/Q 1001, Version 1.0**  
**NSQF Level 4**



**SALES CONSULTANT  
LEVEL 4**

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**Shri Narendra Modi**  
Prime Minister of India

**“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”**



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL**

for

**SKILLING CONTENT : PARTICIPANT HANDBOOK**

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Sales Consultant Level 4'**

QP No.: **ASC/Q 1001 NSQF Level 4'**

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\*Valid up to the next review date of the Qualification Pack or the  
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**Sunil K. Chaturvedi**  
Chief Executive Officer, ASDC

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## About this book

Indian Auto Industry is already one of the largest in the world and growing rapidly. As per Automotive Mission Plan 2016-26 the industry is projected to increase its contribution from current level of ~7% of GDP to ~10% in the next decade. In the process, the sector will create 65 million additional jobs. The sector offers big potential for jobs in every nook and corner of the country. Further, in line with the technological advancement in this field, there are exciting prospects for a fulfilling career in this sector.

This book is designed to enable a candidate to acquire skills in the domain of Automobile Sales for the job role of a Sales Consultant Level 4. The skilling content in this handbook is as per industry's requirements and therefore will be helpful in employment and career advancement.

After successful completion of your course you will be skilled to work with some of the best brands in the world like, TATA, FORD, AUDI, MERCEDES, BMW, MARUTI-SUZUKI, VOLVO, MAHINDRA, HERO, YAMAHA, HONDA, BAJAJ, TVS etc. A course from Automotive Sales domain offers excellent job opportunities not only in India but many countries outside India.

The content of this book is aligned to the National Occupational Standards (QP/NOS) and conforms to the National Skills Qualifications Framework (NSQF).

The Qualification pack of a Sales Consultant Level 4 includes the following NOS's which have been covered in the book:

- Handle Leads Generated from Various Source
- Plan and organise work to meet expected outcomes
- Work effectively in a team
- Maintain a healthy, safe and secure working environment

ASDC team wishes best of learning to candidates!

## Symbols Used



Key Learning  
Outcomes



Steps



Time



Tips



Notes



Unit  
Objectives



Activity



Summary









# 1. Introduction

- Unit 1.1 - Introduction
- Unit 1.2 - Purpose of Automobiles
- Unit 1.3 - Types of Automobiles
- Unit 1.4 - History of Automobiles
- Unit 1.5 - Invention of Automobiles
- Unit 1.6 - Developments in Indian Automobile Industry
- Unit 1.7 - Objectives of the Program
- Unit 1.8 - Job Role of Sales Consultant Level 4



## Key Learning Outcome

At the end of this module, you will be able to:

1. Understand the job role of a Sales Consultant Level 4
2. Elaborate the history of automobiles
3. Understand the evolution of automobiles industry
4. List the key responsible areas of a Sales Consultant
5. Tell about important dates and inventions in the automobile history
6. Discuss lost qualities to ensure optimum customer satisfaction

## Unit 1.1: Introduction

### Unit Objectives

At the end of this unit, you will be able to:

1. Understand the history, types of automobiles and also get an idea about the Automobile industry in India

### 1.1.1 Introduction to Automobile

You must have heard the word Automobile. Meaning of an automobile can be auto car, motor car or car. It is a wheeled motor vehicle used for transporting goods or passengers. It also carries its own engine or motor.

The word automobile is derived from Ancient Greek word αὐτός (autós, “self”) and Latin mobilis (movable), hence the name automobile which means a vehicle that moves itself.

The other notion about the name car is believed to be derived from the Latin word carrus or carrum (wheeled vehicle), or the Middle East word carre (cart) (from Old North French). The word car also has some reference to the Gaulish word karros (a Gallic Chariot).

Most definitions of the term specify that Automobiles are designed to run primarily on roads, accomodating upto eight people, typically have four wheels, and to be built for the transport of people and goods.

In this Unit, you will understand the concept of wheel and role of wheel cart. You will also come to know various stages of development over several hundred years that made possible the invention of an Automobile as we know it today. You will understand how various automobiles were developed in past.



Fig: 1.1.1 A Harley Davidson Motorcycle

## Unit 1.2: Purpose of Automobiles

### Unit Objectives

At the end of this unit, you will be able to:

1. State the purpose of Automobiles

### 1.2.1 Purpose of Automobiles

Automobiles were made to transport people and goods.  
Automobiles are used mainly for commercial and personal reason.

#### Story of a merchant:

Once upon a time there was a great merchant who sold goods to people to make a living in a small village near Hyderabad. He sold food grains, gems and jewelry, apparels, wooden plates etc. Slowly and gradually the quality of his stuff was appreciated and the news spread to nearby villages. He used to go walking miles carrying the goods to provide it to his customers, but the goods that were perishable did not last to their original quality due to a long journey, sometimes the goods got spoilt due to rain, sometimes due to extreme heat and sometimes the weight of the luggage was so much that the merchant himself would have to shed few kilos to lighten the weight. Although the customers far away were ready to pay huge price for the goods but the travel time and various other constraints of nature as well as practicality the business of the merchant could not flourish as expected. Then one fine day the merchant saw an amazing thing near another town that looked like a bullock cart but had four wheels. There were no bulls tied to row, there was a man sitting inside and the “thing” was moving fast. It also had a shelter which could save the items kept inside from rain and sun.

On approaching the man, he said this is called a car. It is an automobile, it runs on engines. It drinks fuel to work and can transport humans, cattle and goods at a much faster and safer way. The merchant was amazed and understood that a Car/Automobile is a must if he has to grow his business beyond his own village.



Fig: 1.2.1 Story of a Merchant

The above story is a simple way to understand why automobiles became important. The automobiles can transport things from one place to another. The tiredness through walking is minimized, which means one can save energy to do other work than just spending on walking. Automobiles saves the goods and humans from extreme weather conditions during travelling. The mobility time is less and people can be more productive.

Today we see lot of different automobiles like 2 wheelers, 3 wheelers and 4 wheelers which are used extensively for the transport of people and goods in various forms. Buses, Cars, Autos, trucks, trailers and bike etc. Hence automobiles play a vital role in the life of people now. Automobile also play its cards in agriculture, trading, sports and other such areas where the life is made easy and more productive.

## Unit 1.3: Types of Automobiles

### Unit Objectives

At the end of this unit, you will be able to:

1. List the Types of Automobiles

### 1.3.1 Types of Automobiles

Automobile can be classified based on the following parameters.

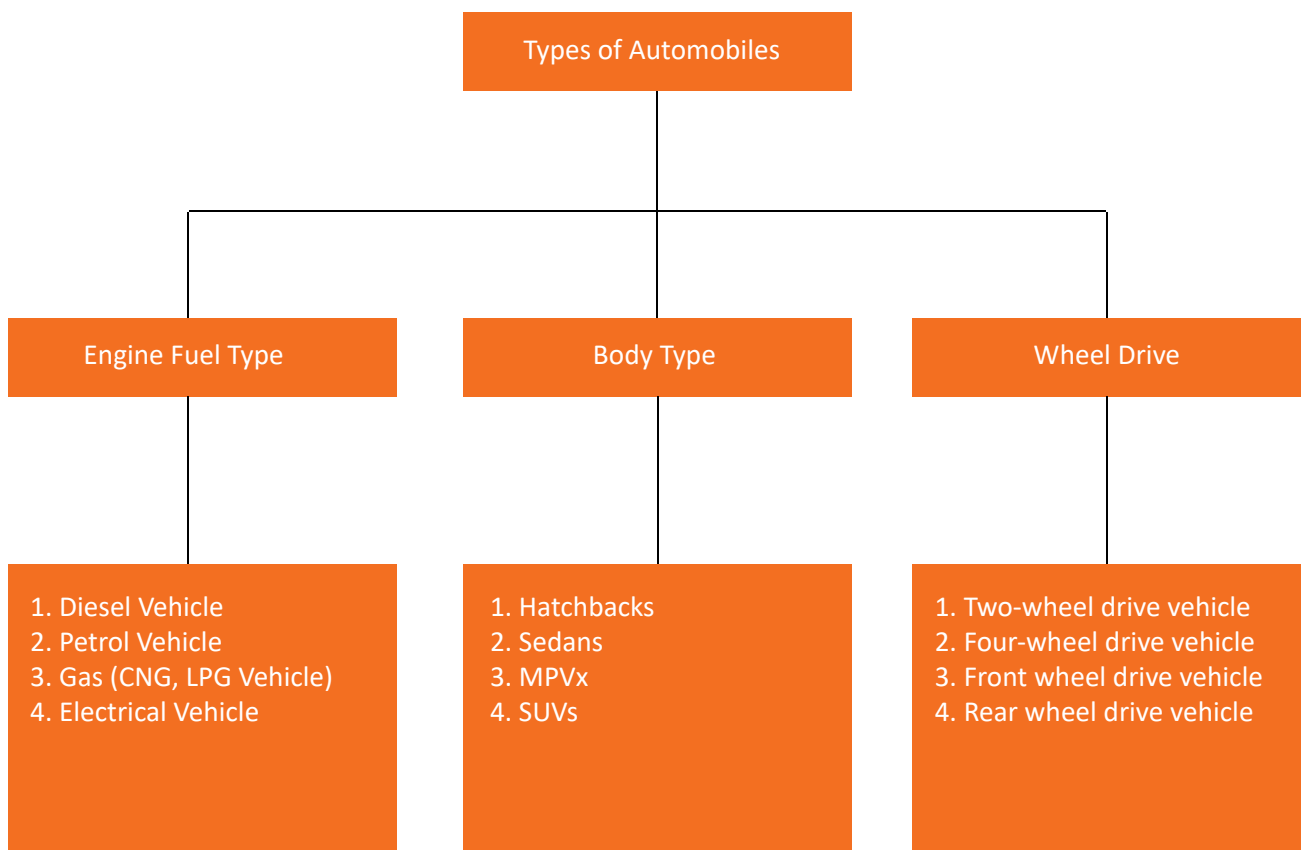


Chart: 1.3.1 Types of Automobiles

## Unit 1.4: History of Automobiles

### Unit Objectives

At the end of this unit, you will be able to:

1. State the history of Automobile Industry

### 1.4.1 History of Motorcycle

#### Experimentation and invention

In 1884, Mr. Edward Butler of England designed a self-propelled bicycle. This was the first commercially designed three-wheeler & was given the name "Butler Petrol Cycle". Merry weather Fire Engine company of Greenwich manufactured the first vehicle in 1888.

The three-wheeled Butler Petrol Cycle had twin cylinder 4-stroke engine capacity of 600 CC. The max. power delivered was  $5/8$  HP (466W). The engine was made of rotary valves & float-fed carburetor. The magneto ignition was replaced by coil & battery. Compressed air was used to start the engine. Also, it boasted Ackermann steering & was a state-of-art masterpiece at that point of time.

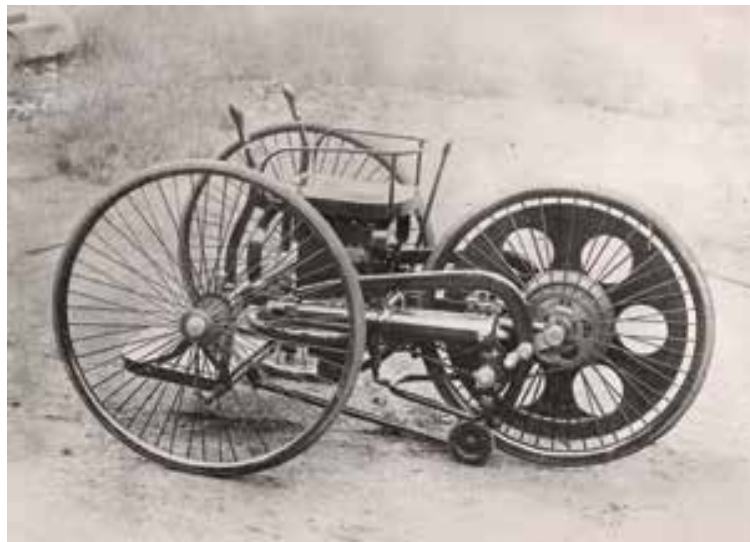
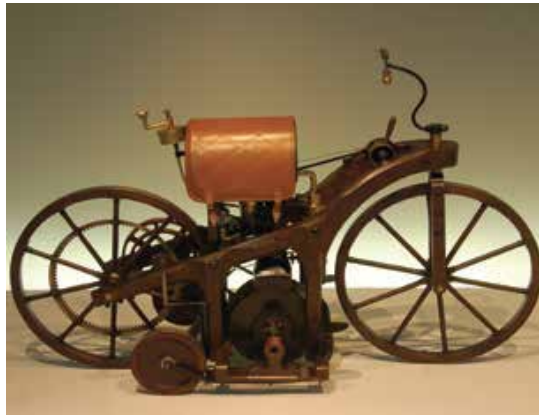


Fig: 1.4.1.1 Butler's Patent Velocycle

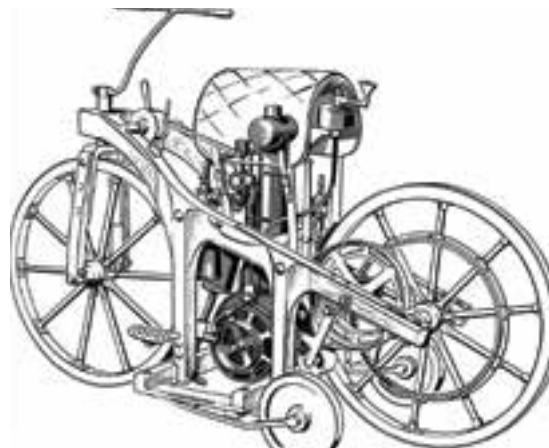
## 1.4.1 History of Motorcycle

In 1885, German inventors Wilhelm Maybach & Gottlieb Daimler created another petroleum fueled internal combustion engine motorcycle. They named it “Daimler Reitwagen” which meant “Riding Car”. The primary design objective of the vehicle was to test the new engine. Most of the earlier vehicles of that era were either safety bicycles or the boneshaker bicycles. However, this vehicle had zero fork offset & steering axis angle. This vehicle used two outrigger wheels to remain straight while turning.



*Fig: 1.4.1.2 Replica of the Daimler-Maybach Reitwagen*

There was one school of thought who believed that Daimler Reitwagen was the first motorcycle built as all previous vehicles were powered by steam, electric or diesel & not petrol. When it comes to steam-propelled two-wheeler vehicles, the first was made in 1868 in France by Michaux-Perreux. Next came from Massachusetts in America in 1869 by Sylvester H. Roper Roxbury . However Roper was the first to demonstrate his vehicle at circuses in 1867.



*Fig: 1.4.1.3 Sketch of the Daimler-Maybach Reitwagen*

In 1894, two steam-engine engineers Heinrich & Wilhelm Hildebrand joined hands with Alois Wolfmüller & started first mass production of motorcycles (Motorrad, in German) in Munich. After First World War Hildebrand & Wolfmüller closed down in 1919 as they couldn't upgrade their design & technology.

Only couple of years later in 1896, Excelsior Motor Company from Coventry, England started their first motorcycle production. They were originally a bicycle manufacturers & used to sell bicycles by the name of Excelsior & Eureka. US were not far behind & in 1898 Charles Metz built Orient-Aster from his Waltham, Massachusetts facility.

## 1.4.1 History of Motorcycle

In the beginning of the motorcycle industry, initial players were mostly bicycle manufactures. They adopted internal combustion (IC) engines designs in their existing bicycles. With the development & advancement of IC engines, they became more powerful & outgrew the bicycle design. They became unfit & forced many of the inventors to move to other products. For example Daimler & Roper started developing automobiles.

We witnessed major mass-production of motorcycles from 1898 by Triumph Motorcycles in England. By 1903 they were producing more than 500 motorcycles annually. Royal Enfield, another British company started production in 1899. Norton & Birmingham Small Arms Company joined production in 1902 & 1910 respectively. US based Indian started motorcycle production in 1901 & they became largest manufactures by first world war. They were producing more than 20000 motorcycles annually. Two years later Harley Davidson started in 1903 and went on to become one of the best brands.

### First World War

First World War was the first biggest trigger for the motorcycle mass-production. The reasons were twin, firstly to replace horses for effective communication with troops fighting in the front. Motorcycles were being pressed into action to send messages. Secondly, the increased use of military police & performing reconnaissance. By the end of the war US based Harley-Davidson sold over 50% of its motorcycles to military. British manufacturer Triumph sold over 30000 Type H model to associated forces. "Model H" used an air-cooled 4-stroke single-cylinder IC engine with 499 CC. This was one of the first motorcycles without pedals.



*Fig: 1.4.1.4 Triumph Motorcycles Model H, mass-produced for the war effort and notable for its reliability*

Introduced in 1915, the "Model H" was termed as first modern motorcycle. The motorcycle used three-speed gearbox with rear belt transmission. The popularity & trust of people were so high for this model that they nicknamed this bike as "Trusty Triumph".

### Postwar

Harley-Davidson became largest manufacturer of motorcycle & started selling in 67 countries by 1920. By early 1930, DKW of Germany became largest manufacturer.

Starting World War-II, the Birmingham Small Arms Company from England became largest motorcycle manufacturer with volume crossing 75000 units per year. It remained on the top till 1955, when German manufacturer NSU overtook as largest manufacturer & remained on top till 1970s.



## 1.4.1 History of Motorcycle



*Fig: 1.4.1.5 NSU Sport max streamlined motorcycle, 250 cc class winner of the 1955 Grand Prix season*

Development of racing motorcycle owing to couple of radical designing elements like dustbin fairing & streamlining in 1950 played as catalyst for next revolution in motorcycle industry. Dustbin fairing is used to reduce air drag & added rider protection. NSU & Moto Guzzi were producing radical designs & were at pole position. There were truly ahead of the time. Unfortunately four of the NSU riders died in Grand Prix motorcycle racing in 1954-1956 & NSU decided to close further development. However on the other side Moto Guzzi kept producing racing bikes & went on to win almost all Grand Prix races by 1957. But because of safety concerns full enclosure fairings became unpopular & banned in 1958. Beginning of 1960, small 2-stroke motorcycles started becoming popular across the world. The popularity of these motorcycles were largely the engine developed by East German Walter Kaaden in 1950s.

### Today

The world of motorcycles in 21st century is clearly ruled by Japanese companies like Honda, Suzuki & Yamaha. They have created huge capacities across the globe. Most of their volumes come from sub 300 CC motorcycles from Asian & African countries. Honda's "Super Cub" started in 1958 & still sells in huge numbers. Their cumulative number since inception would be over 90 million. Now a days this segment is dominated by Indian companies like Hero MotoCorp Ltd, Bajaj Auto Ltd, TVS Motor Company, Mahindra & Mahindra, etc. Hero MotoCorp is world's largest two-wheeler company for over 15 years in a row. Indian companies grew real big and acquired fully/ partially in many international brands of 21st century. Royal Enfield became an Eicher Group Company, Bajaj invested in KTM, Mahindra bought Peugeot. Hero's demerger with Honda paved way for the creation of largest Indian two-wheeler manufacturer.



*Fig: 1.4.1.6 Royal Enfield Bullet*

## 1.4.2 History of Three Wheeler

A three-wheeler is a vehicle, which has three wheels and comes in two possible options of one wheel in the front & two in the rear or vice-versa. They can also be called as tricycles & classified as “with motor” (motorized tricycle) & “without motor”. Tricycles without motor can be of two types – Human Powered Vehicles & Animal Powered Vehicles. Trikes & Tri-Cars are few other names given to three-wheelers. ATVs are another segment of three-wheelers specially designed for off road use..



*Fig: 1.4.2.1 Three Wheeler for ferrying Passengers*

Trikes are mostly motorcycle-like machines having one wheel in front, however they look like car because of two wheels in the rear. Generally they are owner-constructed vehicles and Volkswagen Beetle was a great example. The example of three-wheeler with two wheels in the front and one at the back is “Morgan Aero” made by Morgan Motor Company. Reliant Robin is an example of the three-wheeler with one wheel in the front and two at the back.

The design with two front wheels and one back wheel (Morgan Aero) has couple of clear advantages. One is better aerodynamics and another stability. Also, it helped reduce the weight of rear wheel. The design was also used in BMW Isetta. Later a new concept with rear engine driving the front wheel enhanced further stability and was called “Butterfly Automotive Design”. This form of vehicle was also called “tadpole” form or “reverse trike” and created unique driving experience. The design with one front wheel (Reliant Robin) has cost-effective steering mechanism but was posed lateral instability while breaking and cornering.

Economics is the main driving force behind three-wheelers and micro cars. Because they were light weight, the fuel economy and maintenance cost were low. UK at that point of time offered lower taxes on such vehicles, which helped them become popular. They were classified as motorcycles in US which required lower safety regulations and manufacturers took advantage of that to make it popular.



*Fig: 1.4.2.2 Three Wheeler to ferry Goods*

## 1.4.2 History of Three Wheeler

Auto Rickshaw is the popular name of the three-wheeler vehicle used as public transport & transportation of goods in many countries across the world. Most of the developing countries like India use auto rickshaws as popular urban transport and is regulated by government. Many Eastern countries use this as novelty transport.

Karl Benz was a pioneer in three-wheeler automotive development and developed many models. In 1885, he designed first purpose-built three-wheeler by the name "Benz Patent Motorwagen".



*Fig: 1.4.2.3 Benz patent motorwagen*

In 1896 during The Great Exhibition, John Henry Knight showcased a tri-car. In 1897, another three-wheeler was built by Edward Butler. The name of the three-wheeler was "Butler Petrol Cycle".

## Notes



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## Unit 1.5: Invention of Automobiles

### Unit Objectives

At the end of this unit, you will be able to:

1. State the Invention of Automobiles

### 1.5.1 Invention of Automobiles

Till now you have gone through the development in the Automobile sector before World War II, now we will concentrate on post World War II. Automobile Industry started on rapid modernization in the 50s and 60s. Many new models of cars were introduced like Edsel, Chevrolet etc.

In USA, road network was built after the second War. This road network was very modern with long highways stretching across the length and breadth of the country. It is good to note that USA has a very big land mass and vast geography. This allows open and wide roads to be built. On these roads models like the Beetle do appear very tiny!

The Big Three of the car industry namely General Motors, Ford & Chrysler set about to design big fast moving cars for the American roads. Edsel, Buick, Pontiac Firebird, Chevrolet Impala etc were some of the big cars that came on American highways in the 50s and 60s. It may also be noted that these models used large amounts of petrol or gasoline as it is called in US. But, petrol consumption was not the main issue in those happy days. So, each car maker was competing with the other in making bigger & bigger designs with more luxuries added for comfort. All this made owning and maintaining a car quite costly. Still, more and more Americans were buying these models. One very popular model from FORD was named 'MUSTANG'.

However, things changed after 1973. This was the year of the first "Oil Crisis". Petrol started becoming costlier as all the Arab nations got together in an alliance. Now, suddenly even Americans started looking for more economical designs.

Meanwhile, quietly but with determination, Japan was developing cars for marketing worldwide, mainly in the USA. Actually, after the devastation of their country during the WW II, several Japanese companies came into existence like Toyota, Mazda, Mitsubishi, Suzuki etc. Some of these like Mazda, were using American Technology. But, these companies were also developing their own Research capabilities. As a result when the 1973 oil crisis occurred, these companies were very well positioned to roll out smaller, compact, economical models in USA.

## 1.5.1 Invention of Automobiles

Since then, Japanese companies like Suzuki, Honda & Toyota has been constantly increasing their market share across world. We normally consider last 25 years from current year as modern era. Time-period is not the only criterion to define modern era versus antique, technology & design also plays an important role. Cars & motorcycles in modern era use a lot computer-aided design (CAD), standardization of features & parts through platform sharing.

- Launch of Toyota Corolla in 1966 : Toyota launched it's simple sedan/ saloon by the name Corolla, which went on to become the best-selling model of all time. It is still one of the popular brands amongst car buyers.
- Launch of Range Rover in 1970: It was a great breakthrough, which brought convergence of luxury & technology. Range Rover was called the "original SUV" with four-wheel drive. Range Rover Classic model became so popular that for almost 25 years company didn't launch a new model.
- Launch of Mercedes-Benz S-Class in 1973: This car redefined luxury & safety for automobile industry by bringing host of features like supplemental restraint airbags, electronic ABS (Anti-lock Breaking System), electronic traction control & seat belt pre-tensioners. Industry adopted these features as standard features for future cars.
- Launch of BMW 3 Series in 1975: Customers liked this car so much that it remained in the annual list of top ten cars for 17 years in "Car & Driver Magazine". This made BMW 3 Series longest running car on this magazine.
- Launch of Honda Accord in 1977: This sedan from Japan became the most popular vehicle during 1990s in United States. Honda Accord replaced Ford Taurus in volumes & later launched in Asian market where it became instant hit & selling in huge numbers even today.
- Launch of Dodge Aries & Plymouth Reliant in 1981: Chrysler established as a major American manufacturer with these "K-Cars". These cars were fuel-efficient, compact in design & with front-wheel drive.
- Launch of Chrysler minivans in 1983: Station wagons used to be the popular design till Chrysler minivans came in two-box design & became instant hit. Today these designs are popularly known as crossover SUVs.
- Launch of Renault Espace in 1984: Renault became the first manufacturers to come out with non-commercial MPV in mass-production class with Espace.
- Launch of Ford Taurus in 1986: Ford dominated the American market with this model in late 1980s. This mid-sized model had front-wheel drive & computer aided design, which created revolution in North America.
- Launch of Toyota Prius in 1997: Taking the lead in modern technology, Toyota launched the first hybrid electric car Prius in 1997. By 2010 Prius clocked a cumulative sales of 2 million units becoming most iconic hybrid car.
- Launch of Ford Focus in 1998: Ford's hatchback "FOCUS" became immensely popular across the world. It is one of the best selling model today from Ford.
- Launch of TATA Nano in 2008: India was launched on international platform with the promise of dream car for common citizen of the country. Nano was designed with rear engine for four passengers with many path-breaking technological innovations.

Launches in 2010: Nissan launched a fully electric car "Leaf" & took the business of eco-friendly cars to next level. Chevrolet of United States simultaneously launched "Volt" a plug-in hybrid. They went on to become a mass-production cars in their category.

## Unit 1.6: Developments in Indian Automobile Industry

### Unit Objectives

At the end of this unit, you will be able to:

1. State the major developments in Indian Automobile Industry

### 1.6.1 Indian Automobile Industry

It was 1897, when the first car ran on the Indian soil. Almost for next 40 years cars were imported in India and the numbers were miniscule. Automotive industry started emerging with the emergence of India's last phase of independence struggle. C. K. Birla Group launched Hindustan Motors in 1942 and started production of "Ambassador", the iconic brand. Premier was not far behind and started in 1944 with brands like Chrysler, Dodge and Fiat. Next year, in 1945 two Mahindra brothers established "Mahindra and Mahindra" and started product of first utility vehicle namely, Jeep CJ-3A. After independence in 1947, Govt. of India joined hands with private sector to create auto-component industry to support automotive manufacturing. In 1953, Govt. brought an import substitution plan and banned the import of fully built-up vehicles. With first Tariff Commission in 1952, government started indigenization of auto sector and started categorizing manufactures basis their capacity to build. They also started giving licenses to build a certain number of vehicles only and any increase was subject to increase in demand. This era is famously known as "License Raj". These government policies brought much technical collaboration in India.

In passenger car segment some of the collaborations were, Hindustan Motors with Morris Motors for Ambassador, UK, Premier Automobiles with Chrysler for Dodge and Plymouth, Standard Motor Products of India with Triumph for Standard Vanguard and Standard Herald etc. In Utility and Light Commercial Vehicles, Vehicle Factory Jabalpur with Nissan for Jonga and Vahan 1Ton used by Indian Army, M & M with Willys for CJ series Jeeps, Bajaj Tempo (now, Force Motors) with Tempo for 3-wheeler Tempo Hansaat and later Tempo Matador etc. In Medium and Heavy Commercial Vehicles, Vehicle Factory Jabalpur with MAN SE, Germany for Shaktiman Trucks, TATA Motors (then, TELCO) with Mercedes Benz for bus and trucks, Ashok Motors with Leyland Motors for bus and trucks, Hindistan Motors with General Motors for Bedford etc. In two-wheelers, Royal Enfield India with Royal Enfield UK for Bullet, Bajaj Auto with Piaggio, Italy for Vespa range, Automobiles Products of India (API) with Innocenti, Italy for Lambretta range, Escorts Group with CEKOP, Poland for Rajdoot, Ideal Jawa, Mysore with CZ-Jawa of Czechoslovakia for Jawa and Yezdi range.

Overall growth of Indian automobile was slow in 1950s and 1960s because of license raj and cars still remained a luxury item for masses. Starting 1970s growth started in farm sector and two-wheelers. In 1983, Government of India started Maruti Udyog in collaboration with Suzuki of Japan. Maruti's first model called Maruti 800 became a big success. Within 5-6 years the company reached an annual production level of nearly 1,00,000 cars per year. They launched various models like 800, Gypsy, Omni van, Esteem, Zen, Baleno etc. By the end of 90s several other global multinational car makers also started manufacturing their models in India. Among them were, General Motors, Ford, Hyundai etc. In just a few years the Indian market for cars has become a hot spot of global automotive activity.

## 1.6.1 Indian Automobile Industry

As we see, Indian Auto industry started with import of cars in the 20s. Then the first manufacturing started in the 40s. With continued progress many Indian companies like Maruti, Tata, Mahindra have become very big global names. Now, they are not merely manufacturing European/American or Japanese designs. But, they are doing so with their own research and development capabilities. As a result, Nano model was developed by TATA Motors. This is the cheapest car in the world with all convenient and quality features. India is now also exporting nearly 12% of manufactured cars to Europe, USA and elsewhere in the world. The Indian automotive industry kept on expanding its base slowly became one of the fastest growing automobile industry in the world. As we read, India has already become top 5 commercial and passenger vehicle manufacturer in the world. We have already overtaken Brazil in growth rate of car and have become one of the largest exporters of cars in Asia after Japan and South Korea. Understanding the importance of the sector and potential to create millions of jobs, Govt. of India put in place first Automotive Mission Plan (AMP) 2006-2016. As a result of putting focus on the sector, we became a country of over 40 million passenger vehicles by 2010. AMP envisaged to make India global hub for small car industry. As on 2015, India captured 31% share of small cars manufactured in the world. Apart from small cars, we as a nation emerged as a leaders in manufacturing of a) petrol and diesel engine of small capacity, b) low powered tractors, c) 2-wheelers and 3-wheelers commuter segment, d) transmission and engine related components, e) auto-components with low complexity. Three geographical regions of the country namely, North, West and South became auto-manufacturing hubs. The cluster in the South flourished near Chennai and became famous by the name "Detroit of India". Some of the brands working from this region are Hyundai, Ford, Nissan, Renault and Ashok Leyland. Chennai being a port city also became the exporting hub with share of more 50% of total exports.

The region around NCR, especially from Gurgaon in Haryana to Neemrana in Rajasthan became another big hub for auto-manufacturing. Of late this region has taken a clear lead over other regions with Nissan, Renault, Royal Enfield, and Hyundai shifting their head offices in this part. This belt hosts India's largest car manufacturing company Maruti-Suzuki and the only plant of Harley-Davidson. This region is India's biggest two-wheeler manufacturing hub with 4 state-of-art facilities from world leader Hero MotoCorp at Gurgaon, Dharuhera, Neemrana and Haridwar. Noida, Greater Noida and Faridabad are other pockets of automotive manufacturing in NCR.

The Pune-Chakan belt in Maharashtra constitutes the western region of auto-manufacturing. Global and Local companies like Volkswagen, Skoda, Mercedes Benz, Land Rover, Fiat, TATA Motors, Mahindra and Mahindra, Force Motors etc. set up their manufacturing units in this belt. Recently, another state on western side of India is emerging as automotive hub, namely Gujarat with TATA's Nano plant and Fords facility already operational. Hero MotoCorp and Maruti-Suzuki have big plans of manufacturing and exporting from this costal belt. Telco at Jamshedpur and Hindustan Motors at Kolkata are manufacturing sites in eastern part of the country. With learning from AMP 2016, Govt. of India has made another ambitious plan AMP 2026 (Automotive Mission Plan 2016-26). Vision Statement of AMP 2016-26 is very simple yet extremely powerful. It's called "Vision 3/12/65".

- India to be among the top three engineering, manufacturing and exporting nation of automotive vehicles and auto components by 2026.
- Value of Automotive Industry to become 12% of India's GDP by 2026.
- Indian Automotive Industry to generate additional 65 million jobs by 2026.

While achieving this vision statement also focuses on global standards for safe, efficient and environment friendly ecosystem for affordable mobility of people and transportation of goods.

## Unit 1.7: Objectives of the Program

### Unit Objectives

At the end of this unit, you will be able to:

1. List the job features of a Sales Consultant Level 4
2. Understand the importance of a Sales Consultant in a business
3. Know the vitals of hosting the customers in an automobile showroom
4. Perform Various activities that a Sales Consultant Level 4 has to carry out in order to create customer friendly environment

### 1.7.1 Purpose of this Program

To build any business the most important aspect are the customers. Servicing and providing the best comes under **Customer Relationship Management** and the responsibility is held by the Sales Consultant. **Customer Relationship Management** is the eminent and the most efficient approach in maintaining and creating relationships with customers. **Customer Relationship Management (CRM)** is not mere business but also building strong personal bonding with the people. Business success can be taken to completely new levels by developing personal bonding with the customers. Personal and emotional bonding also helps understand the inherent needs of customers and help them serve better.

We can clearly sense an increasing trend of **CRM** taking strategic role in organizations and they are implementing high-end technology based **CRM** management systems. Big data and cloud-based technologies are helping organizations in harnessing the potential of customer relationships.

The program offers various learning opportunities thru activities and role plays to understand and offer the best customer service. Some of the important topics covered under this job role are:

1. Greeting and escorting the Customers
2. Being the face of the organization
3. Assisting in form filling and query handling
4. Assisting in effective visual display
5. Coordinate with co workers
6. Collect feedback from customers time to time to improve and enhance the relationship
7. Communication skills
8. Relationship building
9. Complaint handling and following up with customers
10. Effective customer satisfaction

Efficiently dealing with all the customers and providing them what they actually need surges the customer satisfaction. This surges the chance of getting more business which ultimately enhances turnover and profit. The chances of customer to be loyal on sustainable basis and keep referring more customer will be high only if he is not only satisfied but delighted with the value we offer in our relationship.



## Unit 1.8: Job Role of Sales Consultant Level 4

### Unit Objectives

At the end of this unit, you will be able to:

1. Point out the important topics that will help in learning about best customer service
2. Understand the various skills and characteristic changes that you will inculcate to enhance good customer experience
3. Manage and coordinate with the team to ensure sales turn over
4. Understand the importance of Handling customer concerns
5. List the activities that a consultant will carry out at an automobile showroom.
6. Learn about being presentable
7. Learn to satisfy customer within the norms of the organization

### 1.8.1 Role of a Sales Consultant Level 4

The responsibility of the Sales Consultant do not end at attending customers alone, it also involves active participation in various other ATL/BTL activities held outside as well as leads from walk ins and enquires through phone. They identify and develop sources of potential clients and customers contacts interested in a purchase. They greet the customers, escort them to the lounge or seating area. They provide refreshments and make the customer feel comfortable. They assist them in form filling and understand their buying interests. They brief about the various features and advantages of the products. Eventually making them feel comfortable and understand the benefits of the products. They also need to follow up on free trials with phone and visits to the customers place.

Interact with customers and derive reasons for considering the purchase. they need to respond positively to customer queries and complaints and resolve them timely. Maintain effective tracking system to record all feedbacks and complaints. Arranging for payment forms, value added kit, pick up or drop, such services are rendered by the Showroom Customer Relation Executive. They also need to receive the orders and process the delivery of vehicles, they should get well versed with the organization CRM system to make entries and keep track of records. Maintain MIS for service revenue recovery and post service collections and provide time phased, qualified reports on the overall performance through various sale of value added services.





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