



# Participant Handbook

Sector  
**Automotive**

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

Occupation  
**Sales Support**

Reference ID: **ASC/Q 1012, Version 1.0**  
**NSQF Level 4**



**DEALERSHIP SALES  
& VAS EXECUTIVE**

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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: 'Dealership Sales and Value Added Services Executive' QP No. 'ASC/Q1012 NSQF Level 4'

Date of Issuance: April 9<sup>th</sup>, 2016  
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\*Valid up to the next review date of the Qualification Pack or the  
'Valid up to' date mentioned above (whichever is earlier)

  
**Sunil K. Chaturvedi**  
Chief Executive Officer, ASDC

## Acknowledgements

The content of this handbook is aligned to the curriculum of relevant QP/NOS for the Job Role *Dealership Sales & VAS Executive*.

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We would also like to acknowledge the contribution of our industry partners who have helped us improve this book with their valuable feedback from the OEM side of the value chain.

Last but not the least, we would like to extend our sincere gratitude to each and every stakeholder/ individual who have contributed directly or indirectly to the ideas presented in this book.

## 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 Dealership Sales & VAS Executive. 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 Dealership Sales & VAS Executive includes the following NOS's which have been covered in the book:

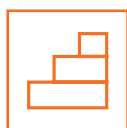
- Generate sales activities through telemarketing activities
- Support overall sales process
- Ensure sales of accessories & value added services
- Plan and organise work to meet expected outcomes
- Work effectively in a team
- Maintain a healthy, safe and secure working environment
- Manage customer relationship & quality service

ASDC team wishes best of learning to candidates!

## Symbols Used



Key Learning Outcomes



Steps



Time



Tips



Notes



Unit Objectives



Activity



Summary



## Table of Contents

S. No.	Modules and Units	Page No.
7.	<b>Maintain a Healthy and Safe Working Environment(ASC / N 0003)</b>	<b>197</b>
	Unit 7.1 - Importance of Safe & Secure Working Place	199
	Unit 7.2 - Everyone is Responsible	201
	Unit 7.3 - General Safety Measures at Automobile Dealership	203
	Unit 7.4 - Workplace Hazards	204
	Unit 7.5 - Organization's Emergency Procedures	206
	Unit 7.6 - Evacuation Procedures in Emergency	209
8.	<b>Manage Customer Relationship &amp; Quality Service (ASC / N 0004)</b>	<b>213</b>
	Unit 8.1 - Need for a great customer experience	215
	Unit 8.2 - Impact on Customer Service-Face to Face Interaction	220
	Unit 8.3 - Impact on Customer Service-Telephonic Interaction & Email Handling	225
	Unit 8.4 - Complaint Handling and Resolution	231
9.	<b>Employability and Entrepreneurship Skills</b>	<b>239</b>
	Unit 9.1 - Personal Strengths & Value Systems	243
	Unit 9.2 - Digital Literacy: A Recap	262
	Unit 9.3 - Money Matters	268
	Unit 9.4 - Preparing for Employment & Self Employment	279
	Unit 9.5 - Understanding Entrepreneurship	288
	Unit 9.6 - Preparing to be an Entrepreneur	310









# 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 Dealership Sales & VAS Executive



## Key Learning Outcomes

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

1. Elaborate the history of automobiles
2. Understand the evolution of automobiles industry
3. Tell about important dates and inventions in the automobile history
4. Understand the roles and responsibilities of the job as a Dealership Sales and VAS Executive
5. Identify various automobile accessories and match them as per customer requirements
6. Manage inventory efficiently
7. Apply visual merchandising techniques
8. Follow inventory management techniques
9. Maintain TAT to deliver vehicle
10. Able to communicate effectively with the prospects and customers
11. Build trustworthy relationship with the customers
12. Understand the roles and responsibilities of the job as a Dealership Sales and VAS Executive
13. Able to maintain records of the requests of the customers
14. Record feedback from the customers
15. Coordinate with sales team to pass leads of the prospects

## 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, accommodating 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.

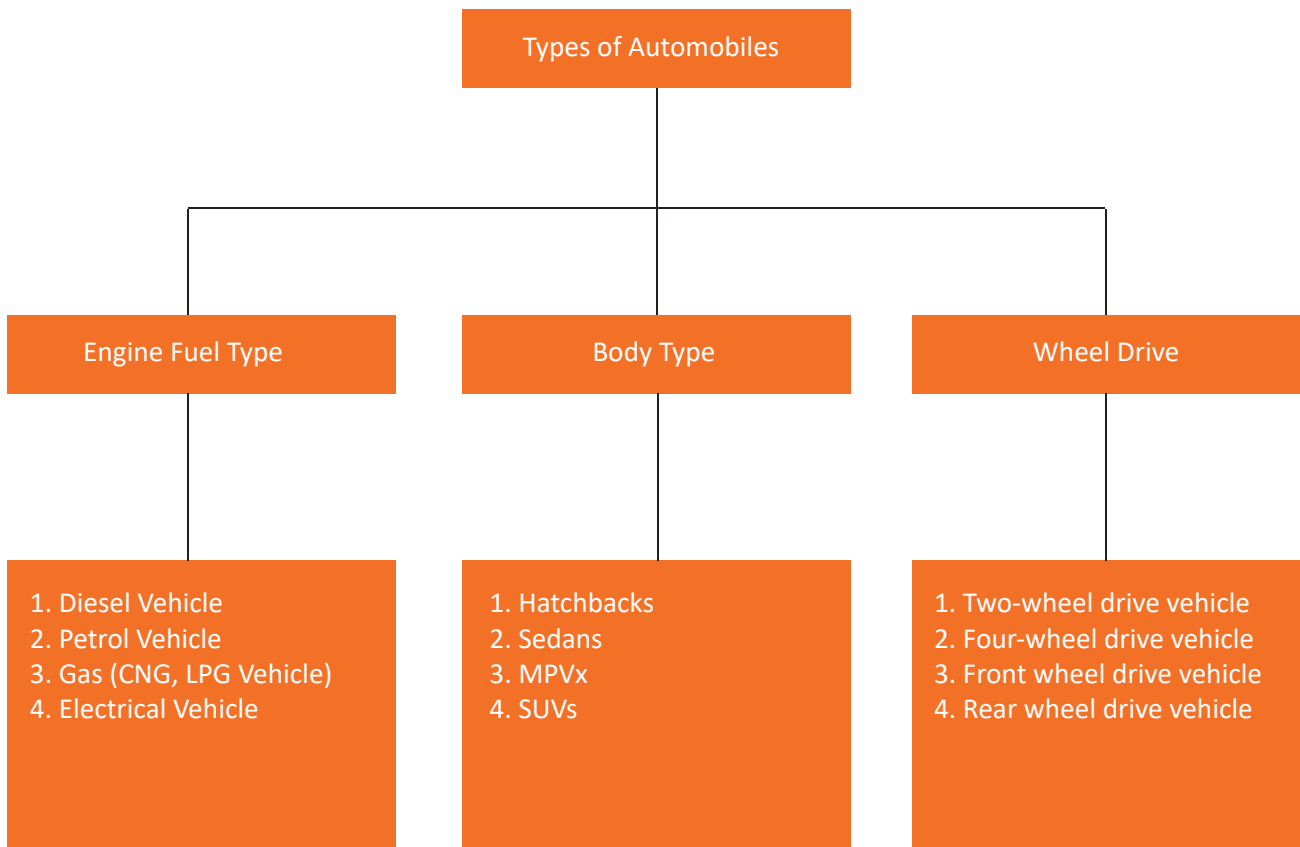


Chart: 1.3.1 Types of Automobiles

## 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.

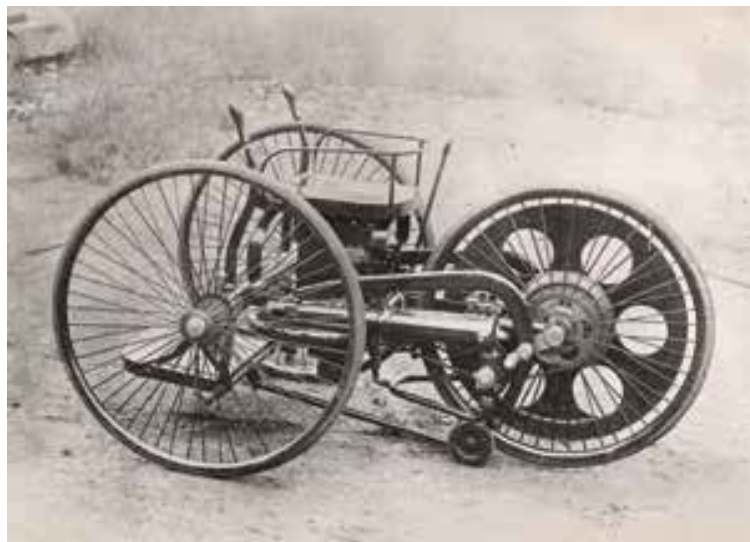
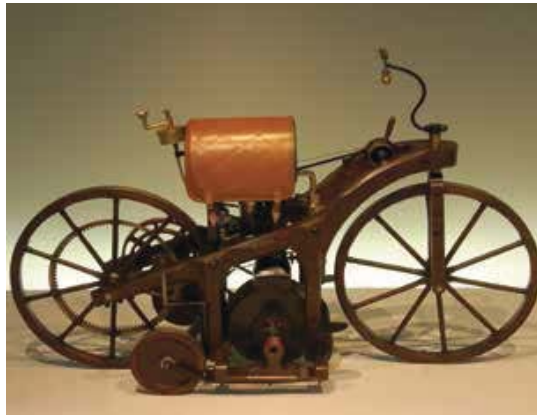


Fig: 1.4.1.1 Butler's Patent Velocycle



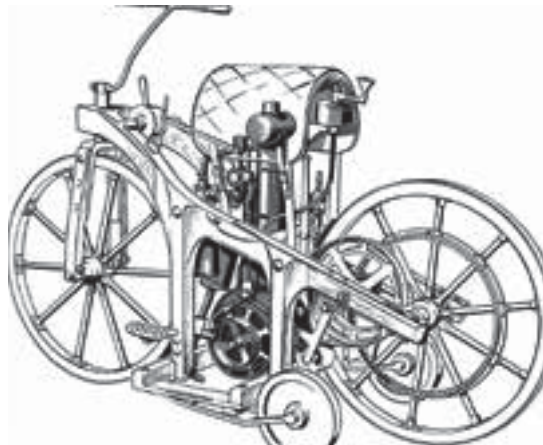
## 1.4.1 History of Motorcycle

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-Perreaux. 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.







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