Skill India
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सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

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ASDC™
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

Participant Handbook

Sector
Automotive

Sub-Sector
Automotive Vehicle Sales (Dealer)

Occupation
Sales Support

Reference ID: **ASC/Q 1105, Version 1.0**
NSQF Level 4

Telecaller

Published by

First Edition, March 2016

Printed in India at

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

Shri Narendra Modi
Prime Minister of India


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AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL
for
SKILLING CONTENT : PARTICIPANT HANDBOOK
Complying to National Occupational Standards of
Job Role/Qualification Pack: 'Telecaller' QP No. 'ASC/Q1105 NSQF Level 4'
Date of Issuance: January 10th, 2018
Valid up to*: January 09th, 2020
*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 QP of Telecaller (ASC/Q1105).

For the development of this handbook, Automotive Skills Development Council (ASDC) would like to acknowledge the contributions made by Ganapati Auto Ventures, JS Four Wheels, Popular Vehicle & Services, Trident Automobiles, United Automobiles, The Federation of Automobile Dealers Associations (FADA) and Society of Indian Automobile Manufactures (SIAM).

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 Telecaller Sales 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 Telecaller (Dealer) includes the following NOS's which have been covered in the book:

- Generate sales leads through telemarketing activities
- Coordinate with sales team for passing on the prospective leads
- 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!

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1. Introduction

Key Learning Outcomes

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

1. Know about the history of automobiles
2. Understand the evolution of automobiles industry
3. Know about important dates and inventions in the automobile history
4. Understand the job role of a Telecaller
5. List the roles & responsibility of the Telecaller

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 notiton 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.

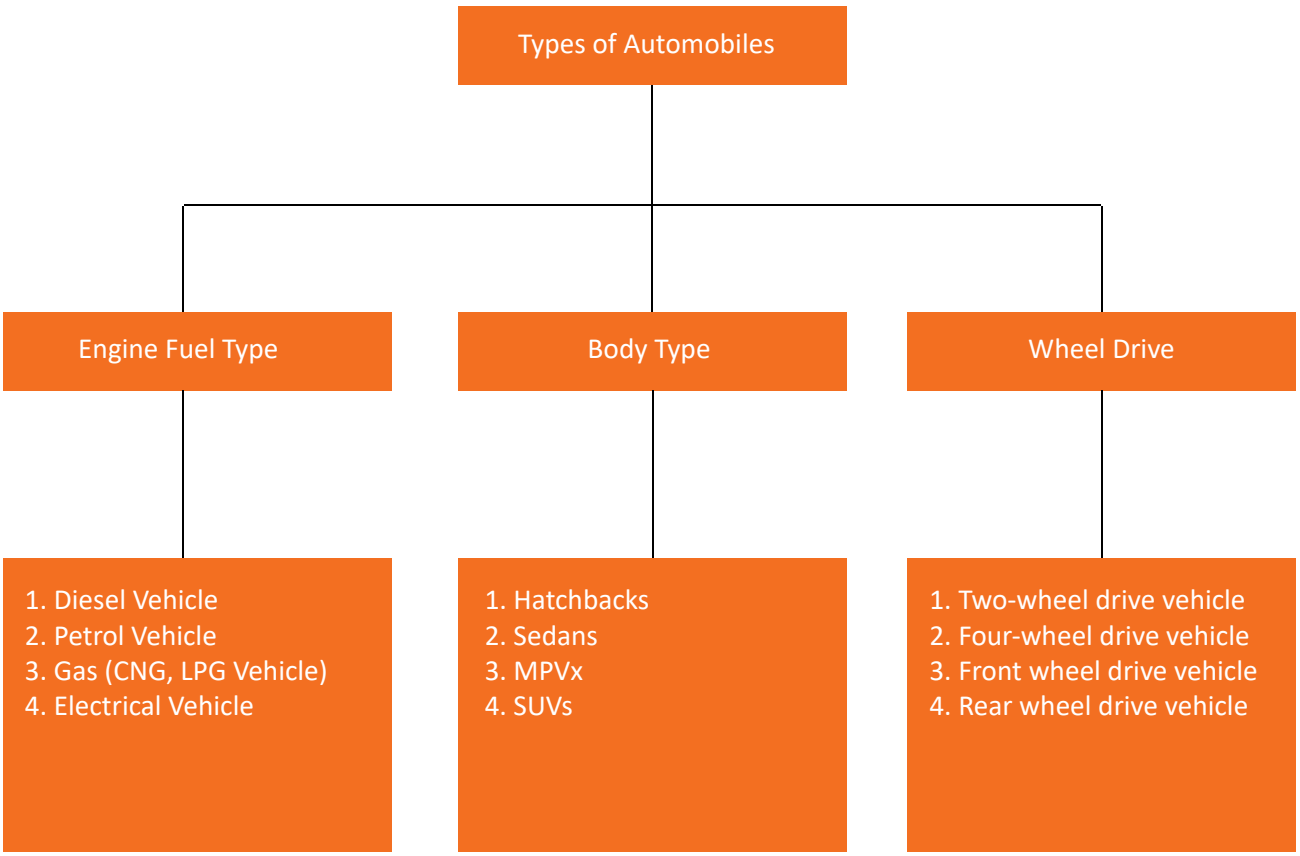

Chart: 1.3.1 Types of Automobiles

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.

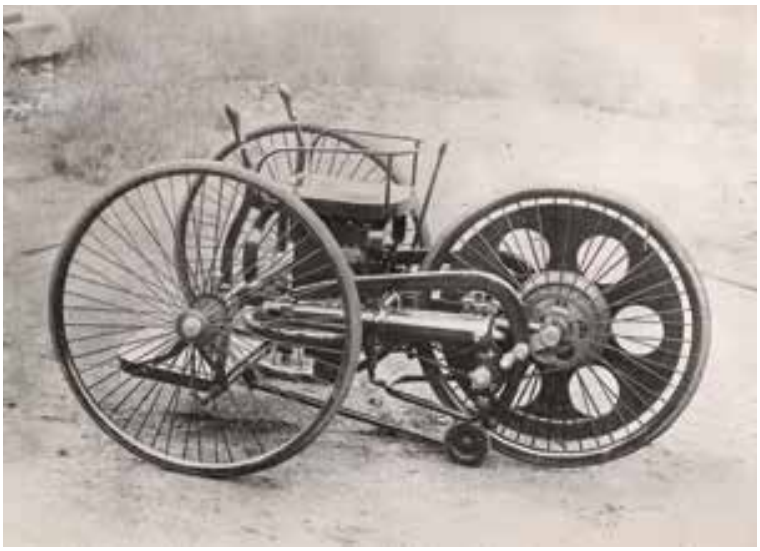

Fig: 1.4.1.1 Butler's Patent Velocycle

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.

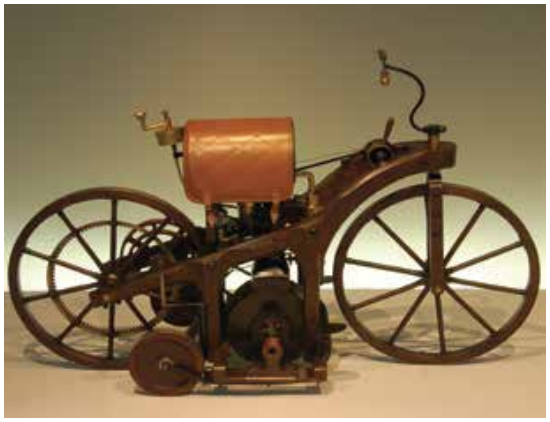

Fig: 1.4.1.2 Replica of the Daimler-Maybach Reitwagen

There was one school of thought who believed that Daimler Reitwagan 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.

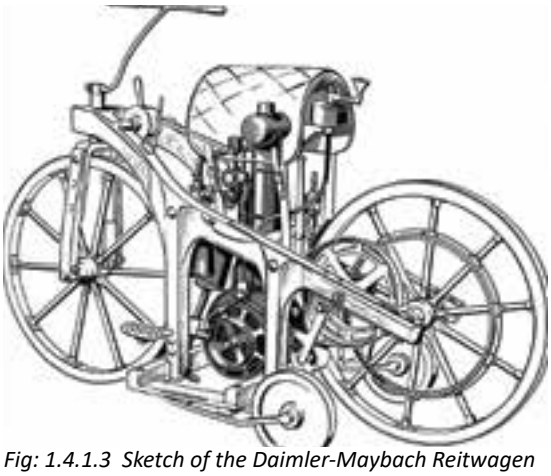

Fig: 1.4.1.3 Sketch of the Daimler-Maybach Reitwagen

In 1894, two steam-engine engineers Heinrich & Wilhelm Hidebrand 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, Excelcior 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. Nortan & 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 tan 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 it's motorcycles to military. Brithish 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 the1955 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 (Relient 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”.

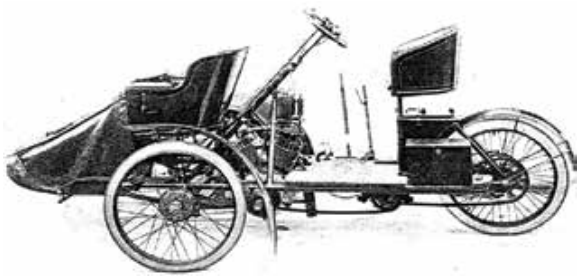

Fig: 1.4.2.3 Tri Car

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

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 Renualt 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. Cheverolet 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

- In 1942 Hindustan Motors was established by CK Birla Group, in 1948 the Production of the iconic Ambassador was started.
- In 1947 Mahindra got the license to build jeep SUVs in India and thus introduced the utility Segment in India.
- In the 1960's Bajaj introduced two wheelers scooters in India.
- In the early 1980's the Indian Auto Industry had limited supply of vehicles and most of them were outdated.
- In 1983, Maruti Udyog Limited entered the Indian Automobile sector.
- In 1985, Hero Honda was established for manufacturing motorcycle
- In 1996-1998 Hyundai Motors entered the Indian Automobile Sector.

Unit 1.7: Objectives of the Program

Unit Objectives

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

1. Understand the purpose of this program for Telecaller (Dealer)

1.7.1 Purpose of this Program

The purpose of this program is to standardized the skills required to become a certify Telecaller (Dealer). A person who attends this program will have necessary skills & Knowledge to work as a Telecaller (Dealer).

Unit 1.8: Job Role of Telecaller

Unit Objectives

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

1. Understand the role of Telecaller (Dealer)

1.8.1 Purpose of this Program

A Telecaller is responsible for making cold calls to the customer and supporting sales to generate sales leads (telemarketing activities) and also support follow-up calls to support both sales and service activities.

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Price: `

978-1-111-22222-45-7