

# Model Curriculum

**SECTOR: AUTOMOTIVE**  
**SUB-SECTOR: Automotive Vehicle (Sales)**  
**OCCUPATION: Sales Support**  
**QP NAME: Dealership Telecaller Sales Executive**  
**REF ID: ASC/Q1011**  
**NSQF LEVEL: 4**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK - NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

for

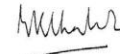
### MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/Qualification Pack: 'Dealership Telecaller Sales Executive' QP No. 'ASC/Q1011 NSQF Level 4'

Date of Issuance: April 9<sup>th</sup>, 2016  
Valid up to\*: April 10<sup>th</sup>, 2018

\*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

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# Dealership Telecaller Sales Executive

## CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Dealership Telecaller Sales Executive”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Dealership Telecaller Sales Executive</b>		
<b>Qualification Pack Code</b>	ASC/Q1011		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	
<b>Pre-requisites Training</b>	<b>to</b> 12th Standard passed		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• <b>Generate Sales through telemarketing Activities:</b> Conduct telemarketing campaigns, telecalling, objection handling, collecting feedback, coordination with the team, etc.</li> <li>• <b>Coordinate with sales team for passing on the prospective leads:</b> Know the team members, segregate the queries, maintaining records, Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc.</li> <li>• <b>Support the overall Sales Process:</b> Active participation in lead generation, sales pitch, FABing, Objection handling, Complaint Handling, Customer Satisfaction etc.</li> <li>• <b>Coordinate with the team:</b> Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc.</li> <li>• <b>Assist the customer and Resolve queries:</b> Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance.</li> <li>• <b>Follow Safety Measure at workplace:</b> Understand processes, emergency and evacuation procedures, general safety measures, etc.</li> <li>• <b>Plan and Organise work:</b> Time management, Time stealers, Prioritizing, Pickle jar theory, etc.</li> </ul>		

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Dealership Telecaller Sales Executive” Qualification Pack issued by “Automotive”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction</b></p> <p><b>Theory Duration</b> (hh:mm) 05:00</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Understand General Discipline in the class room (Do’s &amp; Don’ts)</li> <li>- Introduction to automobile industry</li> <li>- Purpose and types of automobiles</li> <li>- History and invention of automobiles</li> <li>- Indian automobile industry</li> </ul>	Laptop, white board, marker, projector
2	<p><b>Generate Sales through telemarketing activities</b></p> <p><b>Theory Duration</b> (hh:mm) 30:00</p> <p><b>Practical Duration</b> (hh:mm) 100:00</p> <p><b>Corresponding NOS Code</b> ASC/Q1107</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Communicate effectively with customers over telephone</li> <li>- Fix an appointment with the customer over telephone</li> <li>- Build trustworth relationship with the customers</li> <li>- Negotiate and close deals over telephone</li> <li>- Generate sales leads through telemarketing</li> <li>- Explain the dealership Process</li> <li>- Collect feedback and handle complaints</li> </ul>	Laptop, white board, marker, projector, sample product brochures
3	<p><b>Coordinate with sales team for passing on the prospective leads</b></p> <p><b>Theory Duration</b> (hh:mm) 40:00</p> <p><b>Practical Duration</b> (hh:mm) 100:00</p> <p><b>Corresponding NOS Code</b> ASC/Q1108</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Coordinate with different team members effectively.</li> <li>- Maintain records of the customers with the type of services offered</li> <li>- Collect feedback and follow up with customers</li> <li>- Ensure optimum customer satisfaction</li> </ul>	Laptop, white board, marker, projector, Registration forms, sample purchase dockets
4	<p><b>Support the entire Sales Process</b></p> <p><b>Theory Duration</b> (hh:mm) 45:00</p> <p><b>Practical Duration</b></p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Understand the role of sales executive.</li> <li>- Conduct marketing activities and support the team in increasing leads</li> <li>- Handle objections and ensure customer satisfaction</li> <li>- Understand and apply entire sales process</li> </ul>	Laptop, white board, marker, projector, Registration forms, sample purchase dockets

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 60:00  <b>Corresponding NOS Code</b> ASC/Q1113	<ul style="list-style-type: none"> <li>- Demonstrate the product</li> <li>- Maintain records of the customers with the type of services offered</li> <li>- Collect feedback and follow up with customers</li> <li>- Ensure optimum customer satisfaction</li> </ul>	
5	<b>Plan and organize work to meet expected outcomes</b>  <b>Theory Duration</b> (hh:mm) 10:00  <b>Practical Duration</b> (hh:mm) 30:00  <b>Corresponding NOS Code</b> ASC/N001	At the end of the module the learner should be able to <ul style="list-style-type: none"> <li>- Perform the job within given time as per quality standards/work schedule</li> <li>- Identify and manage resource and use it efficiently and effectively</li> <li>- Perform in accordance with the organisational policies and procedures</li> <li>- Manage his/her time effectively at work</li> <li>- Apply best practices to keep workplace clean</li> <li>- Acquire knowledge and understanding required for planning &amp; organising.</li> </ul>	Whiteboard/ Markers, Computer, Projector, screen typical 5 S literature
6	<b>Work effectively in a team</b>  <b>Theory Duration</b> (hh:mm) 10:00  <b>Practical Duration</b> (hh:mm) 30:00  <b>Corresponding NOS Code</b> ASC/N 0002	At the end of the module the learner should be able to <ul style="list-style-type: none"> <li>- Interact &amp; communicate effectively with colleagues including members in the own group as well as other groups</li> <li>- Use all forms of verbal and non-verbal methods to communicate clearly and effectively with colleagues, supervisors, customers and other stakeholders</li> <li>- Judge customers' body language and use an appropriate approach to deal with them</li> <li>- Apply the best practices for grooming to look presentable and make good impression on customers</li> <li>- Use proper personal etiquettes at workplace</li> <li>- Acquire knowledge and understanding required for team working</li> </ul>	Whiteboard/ Markers, Computer, Projector, screen, case studies
7	<b>Maintain a Healthy, Safe and Secure working environment</b>  <b>Theory Duration</b> (hh:mm) 10:00	At the end of the module the learner should be able to <ul style="list-style-type: none"> <li>- Perform as per organisation policies &amp; procedures to maintain a safe, secure working environment</li> <li>- Maintain safe &amp; secure workplace</li> </ul>	Whiteboard/ Markers, Computer, Projector, Fire extinguisher, First aid, , BS IV-VI and disposal of hazardous items and parts to

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<b>Practical Duration</b> (hh:mm) 30:00  <b>Corresponding NOS Code</b> ASC/N0003	<ul style="list-style-type: none"> <li>- Use best practice to remove potential hazards at workplace and prevent accidents</li> <li>- Apply appropriate strategies to deal with emergencies and accidents at workplace</li> <li>- Apply relevant norms to the vehicles and spare parts to ensure no damage to the environment</li> </ul>	provide an overview
	<b>Total Duration</b>  <b>Theory Duration</b> 150:00  <b>Practical Duration</b> 350:00	<b>Unique Equipment Required:</b> Whiteboard/ Markers, Computer, Projector, Fire extinguisher, First aid, , BS IV-VI and disposal of hazardous items and parts to provide an overview	

Grand Total Course Duration: **500 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Automotive Skills Development Council](#))

## Trainer Prerequisites for Job role: “Dealership Telecaller Sales Executive” mapped to Qualification Pack: “ASC/Q1011, v1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1011”.
2	<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training.</li> <li>• Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused.</li> <li>• Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable.</li> <li>• Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>• Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot.</li> <li>• Should be hands-on with servicing of vehicles to provide experiential training.</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	<b>Domain Certification</b>	Certified for Job Role: “Sales ” mapped to QP: ASC/Q 1011. Minimum qualifying score-80 %, as per ASDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/ Q0102”. Minimum accepted score as per MEPSC guidelines is 80%.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 6 years of experience in Automobile Sales for graduates</li> <li>▪ Minimum 4 years of experience in Automobile Sales for MBA</li> <li>▪ Must have relevant experience in any automobile dealership</li> </ul>



### Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Dealership Telecaller Sales Executive</b>
<b>Qualification Pack</b>	<b>ASC/Q1011, v1.0</b>
<b>Sector Skill Council</b>	<b>Automotive</b>

<b>Sr. No.</b>	<b>Guidelines for Assessment</b>
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria.
5	To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Practical Skills
ASC/N1107 Generate sales leads through telemarketing activities	PC1.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	100	10	3	7
	PC2.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads		10	3	7
	PC3.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models		10	3	7
	PC4.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location		10	3	7
	PC5.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs		10	3	7
	PC6.assist in pre-sales and post-sales support to customers		10	3	7
	PC7.record all feedbacks and complaints from customers in the system in a prescribed OEM format		10	3	7
	PC8.assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner		10	3	7
	PC9.arrange for vehicle pick up and drops to and from work shops		10	3	7
	PC10.understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal		10	3	7
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N1108 Coordinate with sales team for passing on the prospective leads	PC1.pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly	100	8	2	6
	PC2.record all sales follow-ups with all the prospective customers in the system		9	3	6
	PC3.follow-up for services with the customers and update records or system for the services department		8	2	6

	PC4.arrange and coordinate with home service executives for pick-drop facility		8	2	6
	PC5.coordinate and liaison with dealer services function for passing on the prospective leads for smoother services		9	3	6
	PC6.analyse and comprehend all customer requirements and needs		9	3	6
	PC7.follow-up with customers for their feedbacks and reviews		7	2	5
	PC8.record all feedbacks and complaints from customers in the system		8	3	5
	PC9.deliver and assist in delivering as per the noted requirements		8	2	6
	PC10.ensure least turnaround time for any customer query handling/redressal		8	2	6
	PC11.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework		9	3	6
	PC12.maintain long term association with the customers		9	3	6
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N1113 Support the overall sales process	PC1.support in identification and development of potential customers via email, telephone or in person	100	6	2	4
	PC2.gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements		6	2	4
	PC3.create, maintain, and provide accurate and timely sales figures in the region including the ones for the competitor		6	2	4
	PC4.implement sales plans and strategies for developing sales territory as per the requirement of the OEM in the respective region		7	2	5
	PC5.create detailed proposal documents for prospective customers as desired before the actual sales process is initiated		7	2	5
	PC6.make cold calls to arrange meetings with potential customers to prospect for new business		6	2	4
	PC7.convey the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or conveys by superiors in the sales function of both OEM and dealership		7	2	5
	PC8.in case of any negotiation is required, highlight it to the superiors to ensure early closure		6	2	4

	PC9.record sales and order information and send detailed information to the back-end sales office		6	2	4
	PC10.make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function		6	2	4
	PC11.assist in management of key customer relationship and coordinate with key accounts sales team to ensure that all pending responses are responded and are resolved in a timely and satisfactory manner		6	2	4
	PC12.respond positively to and resolve customer objections/queries against the OEM products		6	2	4
	PC13.take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing		6	1	5
	PC14.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers		6	2	4
	PC15.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future		6	1	5
	PC16.represent the OEM product at trade exhibitions, events and demonstrations		7	2	5
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N0001 Plan and organise work to meet expected outcomes	PC1.keep immediate work area clean and tidy	100	11	4	7
	PC2.treat confidential information as per the organisation's guidelines		12	4	8
	PC3.work in line with organisation's policies and procedures		11	3	8
	PC4.work within the limits of job role		11	3	8
	PC5.obtain guidance from appropriate people, where necessary		11	3	8
	PC6.ensure work meets the agreed requirements		10	3	7
	PC7.establish and agree on work requirements with appropriate people		12	3	9
	PC8.manage time, materials and cost effectively		11	3	8
	PC9.use resources in a responsible manner		11	4	7
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N0002 Work effectively in a team	PC1.maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100	13	4	9
	PC2.work with colleagues to integrate work		12	4	8

	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		13	4	9
	PC4.work in ways that show respect for colleagues		12	4	8
	PC5.carry out commitments made to colleagues		12	3	9
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons		13	4	9
	PC7.identify problems in working with colleagues and take the initiative to solve these problems		13	4	9
	PC8.follow the organisation's policies and procedures for working with colleagues		12	3	9
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N0003 Maintain a healthy, safe and secure working environment	PC1.comply with organisation's current health, safety and security policies and procedures	100	13	4	9
	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person		13	4	9
	PC3.coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.		12	3	9
	PC4.identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		13	4	9
	PC5.report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		13	4	9
	PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity		11	3	8
	PC7.identify and recommend opportunities for improving health, safety, and security to the designated person		12	4	8
	PC8.complete all health and safety records are updates and procedures well defined		13	4	9
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>