

Territory Sales Manager (Retail)

QP Code: ASC/Q0101

NSQF Level: 5

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Qualification Pack

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ASC/Q0101: Territory Sales Manager (Retail)

Brief Job Description

A Territory Sales Manager (Retail) is responsible for planning and analysing annual sales targets for the OEM vehicles delivered through the various channel partners including alers/distributors & to ensure better customer satisfaction through the channel partners.

Personal Attributes

The individual should have ability to handle a territory / area and manage retail sales at the by promoting the USP of the vehicle over its competitors, merchandising and administration at the channel partner (Dealer / Distributor). The individual should have skills related to budgeting, forecasting and financial management of the stock for the profitable execution of sales plans for the dealership. Strong interpersonal and leadership skills to direct the dealer / distributor sales force is essential for this job. The individual should ideally have excellent communication and presentation skills along with administrative skills to direct and manage the resources at the channel partner.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N0001: Plan and organise work to meet expected outcomes](#)
2. [ASC/N0002: Work effectively in a team](#)
3. [ASC/N0003: Maintain a healthy, safe and secure working environment](#)
4. [ASC/N0004: Manage customer relationship and quality service](#)
5. [ASC/N0101: Plan annual sales](#)
6. [ASC/N0102: Manage operations to achieve sales closure](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Service (Oem)
Occupation	Vehicle Sales
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1001

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Minimum Educational Qualification & Experience	B.E./B.Tech with 2-3 Years of experience Sales experience OR B.E./B.Tech OR B.E./B.Tech
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training Desirable for ASDC Territory Sales Manager (Retail) Level 5 certificate OR Post graduate degree/Diploma in Business Administration
Minimum Job Entry Age	18 Years
Last Reviewed On	16/07/2013
Next Review Date	31/03/2020
NSQC Approval Date	20/07/2015
Version	1.0

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ASC/N0001: Plan and organise work to meet expected outcomes

Description

This NOS unit is about planning and organising an individuals work in order to complete it to the required standards on time.

Scope

This unit/task covers the following:

- work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards
- appropriate use of resources (both material / equipments and manpower)

Elements and Performance Criteria

Work requirements including various activities within the given time and set quality standards

To be competent, the user/individual on the job must be able to:

- PC1.** keep immediate work area clean and tidy
- PC2.** treat confidential information as per the organisations guidelines
- PC3.** work in line with organisations policies and procedures
- PC4.** work within the limits of job role
- PC5.** obtain guidance from appropriate people, where necessary
- PC6.** ensure work meets the agreed requirements

Appropriate use of resources

To be competent, the user/individual on the job must be able to:

- PC7.** establish and agree on work requirements with appropriate people
- PC8.** manage time, materials and cost effectively
- PC9.** use resources in a responsible manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies, procedures and priorities for area of work, role and responsibilities in carrying out that work
- KU2.** the limits of responsibilities and when to involve others
- KU3.** specific work requirements and who these must be agreed with
- KU4.** the importance of having a tidy work area and how to do this
- KU5.** how to prioritize workload according to urgency and importance and the benefits of this
- KU6.** the organisations policies and procedures for dealing with confidential information and the importance of complying with these
- KU7.** the purpose of keeping others updated with the progress of work

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- KU8.** who to obtain guidance from and the typical circumstances when this may be required
- KU9.** the purpose and value of being flexible and adapting work plans
- KU10.** how to complete tasks accurately by following standard procedures
- KU11.** technical resources needed for work and how to obtain and use these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** write in at least one language
- GS2.** read instructions, guidelines/procedures
- GS3.** ask for clarification and advice from appropriate persons
- GS4.** communicate orally with colleagues
- GS5.** make a decision on a suitable course of action appropriate for accurately completing the task within resources
- GS6.** agree objectives and work requirements
- GS7.** plan and organise work to achieve targets and deadlines
- GS8.** deliver consistent and reliable service to customers
- GS9.** check own work and ensure it meets customer requirements
- GS10.** anomalies to the concerned persons
- GS11.** analyse problems and identify work-arounds taking help from
- GS12.** apply own judgement to identify solutions in different situations

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Work requirements including various activities within the given time and set quality standards</i>	16	47	-	-
PC1. keep immediate work area clean and tidy	2	9	-	-
PC2. treat confidential information as per the organisations guidelines	2	6	-	-
PC3. work in line with organisations policies and procedures	3	8	-	-
PC4. work within the limits of job role	3	6	-	-
PC5. obtain guidance from appropriate people, where necessary	3	7	-	-
PC6. ensure work meets the agreed requirements	3	11	-	-
<i>Appropriate use of resources</i>	9	28	-	-
PC7. establish and agree on work requirements with appropriate people	3	9	-	-
PC8. manage time, materials and cost effectively	3	11	-	-
PC9. use resources in a responsible manner	3	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0001
NOS Name	Plan and organise work to meet expected outcomes
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components /Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

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ASC/N0002: Work effectively in a team

Description

This NOS unit is about working effectively with colleagues, either in individuals own work group or in other work groups within organisation

Scope

This unit/task covers the following: Colleagues: Superiors Members of own work group People in other work groups within or outside the organisation Communicate: Face-to-face By telephone In writing

- Superiors
- Members of own work group
- People in other work groups within or outside the organisation
- Face-to-face
- By telephone
- In writing

Elements and Performance Criteria

Effective communication

To be competent, the user/individual on the job must be able to:

- PC1.** maintain clear communication with colleagues
- PC2.** work with colleagues
- PC3.** pass on information to colleagues in line with organisational requirements
- PC4..** work in ways that show respect for colleagues
- PC5.** carry out commitments made to colleagues
- PC6.** let colleagues know in good time if cannot carry out commitments, explaining the reasons
- PC7.** identify problems in working with colleagues and take the initiative to solve these problems
- PC8.** follow the organisations policies and procedures for working with colleagues
- PC9.** ability to share resources with other members as per priority of tasks

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the organisations policies and procedures for working with colleagues, role and responsibilities in relation to this
- KU2.** the importance of effective communication and establishing good working relationships with colleagues
- KU3.** different methods of communication and the circumstances in which it is appropriate to use these
- KU4.** benefits of developing productive working relationships with colleagues
- KU5.** the importance of creating an environment of trust and mutual respect

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- KU6.** whether not meeting commitments, will have implications on individuals and the organisation
- KU7.** different types of information that colleagues might need and the importance of providing this information when it is required
- KU8.** the importance of problems, from colleagues perspective and how to provide support, where necessary, to resolve these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete well written work with attention to detail
- GS2.** read instructions, guidelines/procedures
- GS3.** listen effectively and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** check that the work meets customer requirements
- GS7.** deliver consistent and reliable service to customers
- GS8.** apply problem solving approaches in different situations
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Effective communication</i>				
PC1. maintain clear communication with colleagues	4	10	-	-
PC2. work with colleagues	2	7	-	-
PC3. pass on information to colleagues in line with organisational requirements	3	8	-	-
PC4.. work in ways that show respect for colleagues	3	8	-	-
PC5. carry out commitments made to colleagues	2	8	-	-
PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons	2	8	-	-
PC7. identify problems in working with colleagues and take the initiative to solve these problems	4	9	-	-
PC8. follow the organisations policies and procedures for working with colleagues	3	9	-	-
PC9. ability to share resources with other members as per priority of tasks	2	8	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0002
NOS Name	Work effectively in a team
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Maintenance
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	23/09/2013
Next Review Date	30/09/2015
NSQC Clearance Date	28/09/2015

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ASC/N0003: Maintain a healthy, safe and secure working environment

Description

This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security

Scope

This unit/task covers the following:

- Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises

Elements and Performance Criteria

Resources needed to maintain a safe, secure working environment

To be competent, the user/individual on the job must be able to:

- PC1.** comply with organisations current health, safety and security policies and procedures
- PC2.** report any identified breaches in health, safety, and security policies and procedures to the designated person
- 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.
- PC4.** identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority
- PC5.** report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected
- PC6.** follow organisations emergency procedures for accidents, fires or any other natural calamity
- PC7.** identify and recommend opportunities for improving health, safety, and security to the designated person
- PC8.** complete all health and safety records are updates and procedures well defined

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** legislative requirements and organisations procedures for health, safety and security and individuals role and responsibilities in relation to this
- KU2.** what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace
- KU3.** how and when to report hazards
- KU4.** the limits of responsibility for dealing with hazards

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- KU5.** the organisations emergency procedures for different emergency situations and the importance of following these
- KU6.** the importance of maintaining high standards of health, safety and security
- KU7.** implications that any non-compliance with health, safety and security may have on individuals and the organisation
- KU8.** different types of breaches in health, safety and security and how and when to report these
- KU9.** evacuation procedures for workers and visitors
- KU10.** how to summon medical assistance and the emergency services, where necessary
- KU11.** how to use the health, safety and accident reporting procedures and the importance of these

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** complete accurate, well written work with attention to detail
- GS2.** read instructions, guidelines/procedures/rules
- GS3.** listen and orally communicate information
- GS4.** make decisions on a suitable course of action or response
- GS5.** plan and organise work to achieve targets and deadlines
- GS6.** build and maintain positive and effective relationships with colleagues and customers
- GS7.** apply problem solving approaches in different situations
- GS8.** analyse data and activities
- GS9.** apply balanced judgements to different situations
- GS10.** apply good attention to detail
- GS11.** check that the work is complete and free from errors
- GS12.** get work checked by peers
- GS13.** work effectively in a team environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Resources needed to maintain a safe, secure working environment</i>				
PC1. comply with organisations current health,safety and security policies and procedures	3	9	-	-
PC2. report any identified breaches in health,safety, and security policies and procedures to the designated person	3	10	-	-
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.	3	10	-	-
PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	5	10	-	-
PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected	3	9	-	-
PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity	3	10	-	-
PC7. identify and recommend opportunities for improving health,safety, and security to the designated person	3	8	-	-
PC8. complete all health and safety records are updates and procedures well defined	2	9	-	-
NOS Total	25	75	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0003
NOS Name	Maintain a healthy, safe and secure working environment
Sector	Automotive
Sub-Sector	Manufacturing and R&D, Sales and Service, Road Transportation
Occupation	Auto Components/Aggregates Repair
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	20/07/2015

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ASC/N0004: Manage customer relationship and quality service

Description

This NOS unit is about an individual managing relationship with customers, providing quality service and ensuring complete satisfaction.

Scope

This unit/task covers the following:

- understand complete customer requirements and deliver accordingly to maintain total customer satisfaction with enriching and pleasant customer experience
- resolve complete customer queries, issues & complaints timely including settlement of warranty claims and other performance related issues as per the various terms & conditions and guidelines

Elements and Performance Criteria

Manage the total customer satisfaction with enriching & pleasant customer experience

To be competent, the user/individual on the job must be able to:

- PC1.** . analyse and comprehend all customer requirements and needs
- PC2.** . document complete customer requisites and assess them
- PC3.** . deliver and assist in delivering as per the noted requirements
- PC4.** . understand complete customer queries and complaints
- PC5.** . document all customer queries in the prescribed format of the organisation
- PC6.** ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues
- PC6..** ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues
- PC7.** . maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework
- PC8.** . document feedbacks and reviews from the customers & implement within the framework of the organization
- PC9.** . maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures within ones own organisation
- KU2.** standard operating procedures for query and complaint reporting along with their redressal mechanism in the organisation
- KU3.** framework and guidelines as prescribed by the organisation for query and complaint redressal

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- KU4.** customer Relationship Management (CRM) related framework provided by the organisation
- KU5.** terms & conditions agreed between the respective auto component/ aggregate and the various OEMs/ OEM channel partners for supply, procurement of the various auto components/ aggregates
- KU6.** documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
- KU7.** organisational and professional code of ethics and standards of practice
- KU8.** safety and health policies and regulations for the workplace
- KU9.** the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer
- KU10.** detailed technical and performance specifications of the auto component for various OEM vehicles
- KU11.** how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team
- KU12.** documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle
- KU13.** requirements of the customers and suggest delivery accordingly
- KU14.** software or format such as MS word, excel, PowerPoint and Management Information System (MIS)
- KU15.** software or format used to capture for Customer Relationship Management (CRM) within the organisation
- KU16.** how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** create documents required on the job (including database on key customers/ accounts and major retailers, response or feedback forms, customer-query sheets, response or feedback sheets etc.)
- GS2.** either write or get it done from subordinates, a detailed failure report analysis in case of a failed component/ aggregate escalating to the auto component manufacturer
- GS3.** write in at least one language
- GS4.** read feedback from customers on warranty and other performance related aspects
- GS5.** read the specific requirements, queries that the customer may have on various auto components including any specific technical query
- GS6.** read brochures and technical specifications of the vehicle provided by the OEM and channel partner (Dealership)
- GS7.** read policies and regulations pertinent to the job
- GS8.** interact with the customers for getting their requirements, queries and feedbacks

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- GS9.** interact with organisations internal stakeholders for efficient customer relationship management interact with team members to work efficiently
- GS10.** analyse information and evaluate results to choose the best solution and solve problems
- GS11.** analyse any potential issue that may affect the performance of the vehicle and convey it in a timely manner
- GS12.** plan work assigned on a daily basis
- GS13.** follow up regularly on potential complaints, issues raised by the customer
- GS14.** ensure that customer needs are assessed and satisfactory service is provided
- GS15.** ensure that performance of the auto component is up to the mark and any pending issues or complaints are resolved in a timely manner according to the terms & conditions mandated by either the OEM or the auto component manufacturer
- GS16.** analyse all the complaints, queries or issues raised by the customers to either the OEM channel partner/ auto component dealer/ retailer in the market
- GS17.** deliver and act as per the organisation provided/guided resolutions
- GS18.** liaise with all stakeholders to ensure hassle-free resolution of the complaints by the concerned customer in a timely fashion
- GS19.** evaluate and identify areas of complaints from the customer affecting the performance of his vehicle
- GS20.** assess time and cost required for customer resolution based on complaints, problems or queries identified
- GS21.** evaluate and identify key customer experience enhancing areas
- GS22.** evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions
- GS23.** evaluate the information gathered from the market (including retail segment, key accounts/ customers and OEM along with the OEM channel partners) and use it to ensure higher customer satisfaction

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage the total customer satisfaction with enriching & pleasant customer experience</i>				
PC1. . analyse and comprehend all customer requirements and needs	5	8	-	-
PC2. . document complete customer requisites and assess them	2	7	-	-
PC3. . deliver and assist in delivering as per the noted requirements	3	8	-	-
PC4. . understand complete customer queries and complaints	3	8	-	-
PC5. . document all customer queries in the prescribed format of the organisation PC6. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues	2	7	-	-
PC6.. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues	5	9	-	-
PC7. . maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework	5	9	-	-
PC8. . document feedbacks and reviews from the customers & implement within the framework of the organization	2	7	-	-
PC9. . maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market	3	7	-	-
NOS Total	30	70	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0004
NOS Name	Manage customer relationship and quality service
Sector	Automotive
Sub-Sector	Auto Finance and Insurance
Occupation	Vehicle Sales
NSQF Level	5
Credits	NA
Version	1.0
Last Reviewed Date	17/07/2013
Next Review Date	17/07/2015
NSQC Clearance Date	20/07/2015

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ASC/N0101: Plan annual sales

Description

This OS unit is about an individual who is responsible for determining sales requirements for the OEM vehicular business through its channel partners (dealers/ distributors) and creating annual sales plan for the allocated territory / area.

Scope

This unit/task covers the following:

- analyse and drive annual sales against the allocated business target for the OEM vehicle portfolio through channel partners
- ensure a higher market share in the allocated territory / area

Elements and Performance Criteria

Analyse and drive annual sales targets to ensure higher market share for the OEM

To be competent, the user/individual on the job must be able to:

- PC1..** analyse the OEM business plan & plan sales accordingly on a regular basis to ensure that company's overall business planning objectives are met
- PC2. .** identify sales objectives through revenue growth, vehicular units sold and market share percentages across the OEM vehicle portfolio
- PC3. .** segment the potential customers into specified targeted tiers and devise specific sales pitch for each targeted tier along with individual sales call frequencies patterns
- PC4..** communicate vehicle product USP across the OEM portfolio to enhance sales revenue & increase market share of the OEM product portfolio
- PC5. .** devise secondary sales strategy at the channel partner (dealer / distributor) for the various OEM vehicle products which includes:- territory & product portfolio allocation to the sales force at the channel partner (dealer / distributor) recruiting and managing sales executives for various vehicle product-lines of the OEM ensure training needs assessment & actual training for all the sales executives including technical aspects and USP of the vehicles over the competitor both for newly launched vehicles / upgraded vehicle range timely communication of incentive schemes for sales representatives and ensure proper distribution of the rewards / incentives to maintain higher levels of motivation regular communication of various schemes announced by the OEMs / financiers at the zonal / area level and the channel partner at a local level
- PC6. .** prepare regular reports / updates on sales performance of the channel partner (dealer/ distributor) against the competitor to determine lead and lag sales performance indicators and take corrective steps post the analysis
- PC7..** plan & implement various local promotional activities to achieve sales volume such as:- road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas

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PC8. . plan and implement consumer and commercial sales activities across the OEM vehicle products in an assigned area

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the OEM related with the vehicular sales
- KU2.** promotions, discounts, freebies offered by the OEM at a zonal/ national level to either the end customer (to push secondary sales) or to the channel partner (dealer/ distributor to push primary sales)
- KU3.** prices, taxes and other applicable cost elements for the vehicle
- KU4.** documentation requirements for each procedure carried out as part of roles and responsibilities as per the OEM guidelines
- KU5.** organisational and professional code of ethics and standards of practice
- KU6.** safety and health policies and regulations for the workplace as well as for automotive trade in general
- KU7.** the technical specifications of various OEM vehicular products as well as those manufactured by the competitors
- KU8.** how to collaborate with engineering, product management and service marketing teams
- KU9.** how to allocate funds across various product portfolio of the OEM to ensure profitability of the channel partner
- KU10.** financial management facing the channel partner (dealer/ distributor) including budgeting, forecasting, calculations related to bids
- KU11.** how to conduct market research and surveys to analyse current trends in the market and develop counter strategies
- KU12.** how to create regular reports on sales performance for the channel partner across the territory/ area allocated
- KU13.** the following appropriate local promotional activities required for attracting potential customers: road shows mall activations exchange meals canopy promotions local contests Loan meals promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas
- KU14.** the competitive landscape including: vehicles (models/ variants) offered by competitors features & functions available in the competitor vehicle USP of the vehicle vis--vis those offered by competitors price differentials with competitors products both in the same territory and that across the adjoining territory

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate information and ideas in writing so others will understand
- GS2.** write in at least one language

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- GS3.** read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts
- GS4.** maintain updated knowledge on the evolving trends cutting-edge developments in the automotive industry
- GS5.** read policies and regulations pertinent to the job as specified in the OEM manual
- GS6.** interact with the sales team at the channel partner (including both front-end and back-end team) to plan annual sales targets and analyse the periodic performance vis--vis the assigned targets
- GS7.** analyse the market potential for various models across the product portfolio to distribute the overall sales target across various sales executives
- GS8.** increase primary sales through orders placed for specific variants/ colour of a particular vehicle model basis the forecasted sales in the future in the particular territory/ area
- GS9.** take data-backed decisions through the various sales trends available for a particular micro-market in the allocated area
- GS10.** plan work according to the required schedule and location
- GS11.** use forecasting techniques to analyse sales - trends and plan for future primary & secondary sales
- GS12.** ensure that markets needs and requirements are assessed
- GS13.** ensure proper message is conveyed to the targeted customer to ensure higher customer satisfaction
- GS14.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS15.** ensure that the sales plan is coherent with the overall sales function
- GS16.** liaison with various OEM sales support functions to ensure proper arrangements and documentation as mandated by the OEM
- GS17.** analyse unique selling points of the vehicle based on potential customer requirements in each of the micro markets
- GS18.** analyse unique forecasting tools available for planning both primary & secondary sales as well the market penetration
- GS19.** evaluate the information gathered from the potential customer and utilise it to ensure a smooth sales process
- GS20.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Analyse and drive annual sales targets to ensure higher market share for the OEM</i>				
PC1.. analyse the OEM business plan & plan sales accordingly on a regular basis to ensure that company's overall business planning objectives are met	4	9	-	-
PC2. identify sales objectives through revenue growth, vehicular units sold and market share percentages across the OEM vehicle portfolio	4	8	-	-
PC3. segment the potential customers into specified targeted tiers and devise specific sales pitch for each targeted tier along with individual sales call frequencies patterns	3	8	-	-
PC4.. communicate vehicle product USP across the OEM portfolio to enhance sales revenue & increase market share of the OEM product portfolio	4	9	-	-
PC5. devise secondary sales strategy at the channel partner (dealer / distributor) for the various OEM vehicle products which includes:- territory & product portfolio allocation to the sales force at the channel partner (dealer / distributor) recruiting and managing sales executives for various vehicle product-lines of the OEM ensure training needs assessment & actual training for all the sales executives including technical aspects and USP of the vehicles over the competitor both for newly launched vehicles / upgraded vehicle range timely communication of incentive schemes for sales representatives and ensure proper distribution of the rewards / incentives to maintain higher levels of motivation regular communication of various schemes announced by the OEMs / financiers at the zonal / area level and the channel partner at a local level	6	9	-	-
PC6. prepare regular reports / updates on sales performance of the channel partner (dealer/ distributor) against the competitor to determine lead and lag sales performance indicators and take corrective steps post the analysis	3	9	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC7.. plan & implement various local promotional activities to achieve sales volume such as:- road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks &NBFCs) to push sales in rural / semi-urban areas	3	9	-	-
PC8. . plan and implement consumer and commercial sales activities across the OEM vehicle products in an assigned area	3	9	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0101
NOS Name	Plan annual sales
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Vehicle Sales
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	16/07/2013
Next Review Date	16/07/2015
NSQC Clearance Date	

Qualification Pack

ASC/N0102: Manage operations to achieve sales closure

Description

This OS unit is about an individual who is responsible for monitoring sales performance at the channel partner (dealer/ distributor) and ensuring proper adherence to overall sales process as per the OEM guidelines to ensure maximum customer satisfaction.

Scope

This unit/task covers the following:

- monitor sales performance of the channel partner (dealer/ distributor) and align it to the overall sales OEM targets
- ensure proper process sales process adherence as per the OEM guidelines to ensure maximum customer satisfaction

Elements and Performance Criteria

Monitor & manage operations to achieve sales closure

To be competent, the user/individual on the job must be able to:

- PC1.** . manage day to day business activities and development of the assigned territory to maximize sales across the product portfolio
- PC2.** . focus sales efforts through analysis of the market potential vis--vis existing volume from the channel partner (dealer/ distributor) in the assigned territory/ area
- PC3..** monitor competition activities through current market trends, and branding & marketing activities undertaken in the area across the vehicular portfolio
- PC4..** Understand the various aspects of OEM business related to both sales and service.
- PC5..** plan & implement the following appropriate local promotional activities required for attracting potential customers: road shows mall activations exchange meals canopy promotions local contests loan meals promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas
- PC6..** understand the technical specifications of various OEM vehicular products as well as those manufactured by the competitors
- PC7..** ensure and supervise database management for all customer information
- PC8..** monitor sales performance of OEM sales function at the channel partner-end across its various branches and sub-dealers
- PC9. .** ensure proper financing is available for the potential customers at better rates / terms & conditions vis--vis the competitors
- PC10..** ensure proper implementation of the tie-ups with various financiers/ NBFCs at a zonal/ national level for vehicle financing
- PC11..** prepare monthly sales reports and update the company systems accordingly coordinate efforts with other departments, which include marketing, customer service, transportation, and warehouse

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PC12. . create regular reports on sales performance for the channel partner across the territory/
area allocated

Ensure Proper Sales Process adherence

To be competent, the user/individual on the job must be able to:

PC13.. ensure proper documentation of the entire sales process (including the enquiry form, booking form, test-drive feedback, delivery form etc.)

PC14.. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team

PC15. . ensure planned branding activities at the central / national level is implemented as per the OEM guidelines

PC16.. ensure financing & various documentation aspects for the vehicle across the various financiers / NBFCs ensure proper delivery of OEM products according to the needs and preferences of customers

PC17.. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. standard operating procedures of the OEM related vehicular sales

KU2. promotions, discounts, freebies offered by the OEM at a zonal/ national level to either the end-customer (to push secondary sales) or to a channel partner (dealer/ distributor to push primary sales)

KU3. prices, taxes and other applicable cost elements for the vehicle

KU4. documentation requirements for each procedure carried out as part of roles and responsibilities as per the OEM guidelines

KU5. organisational and professional code of ethics and standards of practice

KU6. safety and health policies and regulations for the workplace

KU7. the technical specifications of various OEM vehicular products as well as those manufactured by the competitors

KU8. how to collaborate with engineering, product management & service marketing team

KU9. how to analyse current market trends of OEM products to ensure proper updating of sales process of OEM products

KU10. how to manage & analyse customer database collected from various sources

KU11. how to prepare regular reports on sales performance for the channel partner across the allocated territory/ area

KU12. the following appropriate local promotional activities required for attracting potential customers: road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles)

KU13. any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas

KU14. how to handle queries of customers and solve them effectively

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- KU15.** documents required throughout the sales process including : registration of a vehicle insurance & financing for the vehicle process required for various customization in the product as per the customer requirement
- KU16.** documents required from potential customer to close a sale
- KU17.** facilities for insurance and finance offered by the dealership
- KU18.** the competitive landscape including: vehicles (models/ variants) offered by competitors features & functions available in the competitor vehicle USP of the vehicle vis--vis those offered by competitors price differentials with competitors products both in the same territory and that across adjoining territory

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate information and ideas in writing so others will understand
- GS2.** write in at least one language
- GS3.** read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts
- GS4.** maintain updated knowledge on evolving trends and cutting-edge developments in the automotive industry
- GS5.** read policies and regulations pertinent to the job as specified in the OEM manual
- GS6.** interact with the sales team at the channel partner (including both front-end and back-end team) to plan periodic targets and analyse periodic performance vis--vis the assigned target
- GS7.** analyse the market potential for various models across the product portfolio and monitor the performance of sales executive in each product-line across the allocated micro-market
- GS8.** analyse the various means to increase awareness of the Brand and product in the allocated territory/area
- GS9.** increase secondary sales through better analysis of the sales trends across each micro-market in the allocated territory
- GS10.** take data-backed decisions through the various sales trends available for selected targeted customer base through proper analysis of various lead generation sources
- GS11.** plan work assigned on a daily basis
- GS12.** organise proper forecasting techniques to analyse sales-trends and plan for the future primary & secondary sales
- GS13.** ensure that markets needs and requirements are assessed
- GS14.** ensure proper message is conveyed to the targeted customer to ensure higher customer satisfaction
- GS15.** identifying complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS16.** ensure that the sales plan is coherent with the sales function
- GS17.** liaison with various OEM sales function to ensure proper arrangements and documentation as mandated by the OEM
- GS18.** analyse unique forecasting tools available for planning both primary & secondary sales

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GS19. use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Monitor & manage operations to achieve sales closure</i>	19	57	-	-
PC1. . manage day to day business activities and development of the assigned territory to maximize sales across the product portfolio	1	6	-	-
PC2. . focus sales efforts through analysis of the market potential vis--vis existing volume from the channel partner (dealer/ distributor) in the assigned territory/ area	2	6	-	-
PC3.. monitor competition activities through current market trends, and branding & marketing activities undertaken in the area across the vehicular portfolio	2	4	-	-
PC4.. Understand the various aspects of OEM business related to both sales and service.	2	4	-	-
PC5.. plan & implement the following appropriate local promotional activities required for attracting potential customers: road shows mall activations exchange meals canopy promotions local contests loan meals promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas	2	5	-	-
PC6.. understand the technical specifications of various OEM vehicular products as well as those manufactured by the competitors	2	4	-	-
PC7.. ensure and supervise database management for all customer information	2	4	-	-
PC8.. monitor sales performance of OEM sales function at the channel partner-end across its various branches and sub-dealers	1	5	-	-
PC9. . ensure proper financing is available for the potential customers at better rates / terms & conditions vis--vis the competitors	2	5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10.. ensure proper implementation of the tie-ups with various financiers/ NBFCs at a zonal/ national level for vehicle financing	1	5	-	-
PC11.. prepare monthly sales reports and update the company systems accordingly coordinate efforts with other departments, which include marketing, customer service, transportation, and warehouse	1	5	-	-
PC12. . create regular reports on sales performance for the channel partner across the territory/ area allocated	1	4	-	-
<i>Ensure Proper Sales Process adherence</i>	6	18	-	-
PC13.. ensure proper documentation of the entire sales process (including the enquiry form, booking form, test-drive feedback, delivery form etc.)	1	3	-	-
PC14.. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team	1	4	-	-
PC15. . ensure planned branding activities at the central / national level is implemented as per the OEM guidelines	1	4	-	-
PC16.. ensure financing & various documentation aspects for the vehicle across the various financiers / NBFCs ensure proper delivery of OEM products according to the needs and preferences of customers	1	3	-	-
PC17.. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team	2	4	-	-
NOS Total	25	75	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0102
NOS Name	Manage operations to achieve sales closure
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Vehicle Sales
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	16/07/2013
Next Review Date	16/07/2015
NSQC Clearance Date	20/07/2015

Qualification Pack

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Recommended Pass % aggregate for QP : 75

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0001.Plan and organise work to meet expected outcomes	25	75	-	-	100	10
ASC/N0002.Work effectively in a team	25	75	-	-	100	10
ASC/N0003.Maintain a healthy,safe and secure working environment	25	75	-	-	100	5

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N0004.Manage customer relationship and quality service	30	70	-	-	100	15
ASC/N0101.Plan annual sales	30	70	-	-	100	30
ASC/N0102.Manage operations to achieve sales closure	25	75	-	-	100	30
Total	160	440	-	-	600	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.