



Sales Training Manager

QP Code: ASC/Q0201

Version: 1.0

NSQF Level: 6

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ASC/Q0201: Sales Training Manager

Brief Job Description

A Sales Training Manager is responsible for developing sales training modules on features of product line for delivering effective training to the sales function and ensures proper execution of sales process. The individual also manages a team of sales trainers to ensure maximum effectiveness of the sales force and should have an idea about the automotive products, services and sales techniques.

Personal Attributes

The individual should have a thorough understanding of automotive industry. The individual must keep up-to-date with technology related to the products that the company sells in order to be able to thoroughly train sales representatives. Strong presentation and communication skills are desirable for this job. The individual should be able to assess needs of the sales function for developing training program and its effective delivery.

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/N0201: Design training modules](#)
5. [ASC/N0202: Train sales function manpower](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
Country	India
NSQF Level	6
Credits	NA

Aligned to NCO/ISCO/ISIC Code	NCO-2015/2424.0401
Minimum Educational Qualification & Experience	Graduate (Business Studies or Marketing) with 3-5 Years of experience Sales training OR Diploma (Business Studies or Marketing) with 3-5 Years of experience Sales training
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training Desirable for ASDC Sales Training Manager Level 6 certificate or Post graduate degree/Diploma in Business Administration
Minimum Job Entry Age	18 Years
Last Reviewed On	19/07/2013
Next Review Date	30/09/2021
Deactivation Date	30/09/2021
NSQC Approval Date	05/08/2015
Version	1.0
Reference code on NQR	2015/AUT/ASDC/01109
NQR Version	1.0

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.

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
- 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

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	-	-

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	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2025
NSQC Clearance Date	24/02/2022

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

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
- 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

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Effective communication</i>	25	75	-	-
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	-	-

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	31/03/2022
NSQC Clearance Date	28/09/2015

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
- 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

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>	25	75	-	-
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	-	-

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	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	31/03/2022
NSQC Clearance Date	20/07/2015

ASC/N0201: Design training modules

Description

This OS unit is about an individual who is responsible for designing training modules for the dealership team and ensures smoother flow of sales process.

Scope

This unit/task covers the following:

- identify training performance needs, and develop learning solutions to achieve desired results
- design structure of training program for the sales function

Elements and Performance Criteria

Design Training models after the Training Needs Assessment

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

- PC1..** manage training budget to ensure that training costs do not exceed allocated funds
- PC2. .** identify the training needs of sales team by : traveling with sales representatives both inside the dealership as well as when they are conducting customer meets, market activations and ATL / BTL activities observing sales manpower interacting with the customers and other stakeholders (including both verbal and non-verbal communication) studying sales results reports and performance of the sales manpower against the targets conferring with sales managers conducting live and recorded call audits
- PC3..** develop sales training goals to clarify the need of training program and sales training objectives
- PC4. .** collaborate with sales and marketing leadership to ensure alignment of sales training goals and business needs with organisational objectives and get them approved
- PC5. .** design sales training framework that includes techniques and methods to be used in training to ensure its effectiveness such as public seminars video-tapes on-the-job training self-assessment role-play case-studies games teleconferencing workshops
- PC6. .** gather all materials necessary for training sales representatives, including possible guest demonstrations by product developers
- PC7. .** develop coaching sessions for team leaders and showroom managers in order for them to lead the sales team selling efforts properly
- PC8. .** use project management team to manage the development and deployment of sales training solutions and programs
- PC9. .** liaise and partner with internal contacts, including other training departments, to exchange ideas and information
- PC10. .** implement sales training plans to keep all involved parties apprised of the status and on-task for their part of the project / deliverables

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ dealership about training techniques and concepts
- KU2.** training policies and procedures of the organization
- KU3.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU4.** organisational and professional code of ethics and standards of practice
- KU5.** safety and health policies and regulations for the workplace
- KU6.** technical product concepts and a track record of collaborating with engineering and product management teams
- KU7.** how to assess need of sales function to develop goals of training program
- KU8.** how to allocate training budget according to the availability of funds and facilities
- KU9.** training techniques and methods to be used in training such as public seminars video-tapes on-the-job training self-assessment role-play case-studies games teleconferencing workshops
- KU10.** how to plan training budget to ensure that training costs do not exceed allocated funds
- KU11.** how to effectively implement sales training plans to keep all involved parties apprised of the status

Generic Skills (GS)

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

- GS1.** ability to communicate information and ideas in writing so others will understand
- GS2.** write in at least one language
- GS3.** read policies and regulations pertinent to the job
- GS4.** effectively communicate the selling skills, demonstrative skills and product knowledge to the sales function
- GS5.** analyse the needs of the sales function for understanding of the OEM product to establish proper training goals
- GS6.** plan work assigned on a daily basis
- GS7.** organise sales training modules according to the needs of sales function
- GS8.** ensure that training needs and requirements are assessed properly
- GS9.** design proper and effective methods of training
- GS10.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS11.** ensure that the training program is hurdle-free for the sales function
- GS12.** liaise with OEM sales function to ensure all arrangements and documentation are done on time
- GS13.** analyse unique training techniques and methods that can be easily understood by the sales function
- GS14.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Design Training models after the Training Needs Assessment</i>	30	70	-	-
PC1.. manage training budget to ensure that training costs do not exceed allocated funds	3	6	-	-
PC2. . identify the training needs of sales team by : traveling with sales representatives both inside the dealership as well as when they are conducting customer meets, market activations and ATL / BTL activities observing sales manpower interacting with the customers and other stakeholders (including both verbal and non-verbal communication) studying sales results reports and performance of the sales manpower against the targets conferring with sales managers conducting live and recorded call audits	4	8	-	-
PC3.. develop sales training goals to clarify the need of training program and sales training objectives	4	8	-	-
PC4. . collaborate with sales and marketing leadership to ensure alignment of sales training goals and business needs with organisational objectives and get them approved	2	8	-	-
PC5. . design sales training framework that includes techniques and methods to be used in training to ensure its effectiveness such as public seminars video-tapes on-the-job training self-assessment role-play case-studies games teleconferencing workshops	5	9	-	-
PC6. . gather all materials necessary for training sales representatives, including possible guest demonstrations by product developers	3	6	-	-
PC7. . develop coaching sessions for team leaders and showroom managers in order for them to lead the sales team selling efforts properly	2	6	-	-
PC8. use project management team to manage the development and deployment of sales training solutions and programs	2	6	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. liaise and partner with internal contacts, including other training departments, to exchange ideas and information	2	6	-	-
PC10. implement sales training plans to keep all involved parties apprised of the status and on-task for their part of the project / deliverables	3	7	-	-
NOS Total	30	70	-	-

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0201
NOS Name	Design training modules
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Next Review Date	19/07/2015

ASC/N0202: Train sales function manpower

Description

This OS unit is about an individual who is responsible to ensure effective implementation of sales training modules for the sales function.

Scope

This unit/task covers the following:

- implement sales training program for sales function
- monitor effective implementation of training modules

Elements and Performance Criteria

Impart Sales Training to field Salesforce and monitor effective implementation of the Training modules

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

- PC1..** plan the implementation and facilitation of activities and events, budget spending, material production and distribution, and other resources to ensure that operations are managed within authorized budgets
- PC2..** manage the logistics, procurement, and budget for all sales training programs and curriculums
- PC3..** maintain inventory of product samples, demonstration tools, marketing collateral and other sales aides
- PC4..** ensure all material used for curriculum is relevant and up to date
- PC5..** conduct the training program for the sales function and ensure proper execution of training activities according to the framework designed
- PC6..** ensure effective training of sales function on maintaining positive relationships with the customers to ensure repeat business for the dealerships
- PC7..** ensure appropriate training of sales function for key account management and to ensure complete customer satisfaction
- PC8..** interact with the Customer Relationship Manager (CRM) to design and supervise implementation of the telecalling scripts to be used by the telecallers while making cold calls
- PC9..** ensure effective training of sales function on customer handling, effective selling, etc. leading to higher customer satisfaction at the dealership
- PC10..** ensure effective training of both the front-end and back-end teams in scripts and styles of delivering sales pitch highlighting the USP of the brand to the customer
- PC11..** explain sales function in managing work flow with other departments as per the OEM guidelines
- PC12..** ensure training of sales function on retaining customers through effective customer service for example by sustaining healthier volumes and margins, and by business expansion from word-of-mouth referrals
- PC13..** ensure training of sales function on how to handle objections / issues raised by the customers about the vehicle brand and services provided

- PC14..** ensure training of sales function on the various aspects related to the technical specifications, service schedules etc. to ensure repeat business for the dealerships
- PC15..** conduct in-depth new product and technology training including all technical aspects and performance parameters of the vehicle
- PC16..** enumerate sales process flow in key steps to both the functions for smoother and flawless orders and service execution
- PC17..** provide training on proper diagnosis of the major aggregates in coordination with the OEM technical training division of the following : vehicle for engine and other mechanical repairs electrical and electronic repairs requirements any other refreshes made on the vehicle or some of the newly launched accessories (including new air conditioning system, new safety / security accessories etc.)
- PC18..** assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle
- PC19..** train sales function with dealer's or OEM's IT & software functions
- PC20..** train sales function with OEM and dealer sales process flow and billing system, which includes, placing orders, processing of orders, payments, credit period, discount processing, return of sales etc.
- PC21..** liaise with field sales training to ensure training curriculum consistency
- PC22..** assess and monitor efficacy and impact of sales training program through developed metrics of performance
- PC23..** evaluate the effectiveness of training program through use of various techniques such as trainee feedback supervisory appraisal bottom-line measurement performance tests knowledge tests
- PC24..** manage and monitor annual training path and ensure annual training targets are achieved
- PC25..** must ensure all aspects of the sales process are being followed and sales team are fully trained and knowledgeable in the process
- PC26..** monitor monthly training calendar and internal requirements in order to meet annual training objectives
- PC27..** monitor the use of training funding and maintain up-to-date records of all training delivered
- PC28..** ensure evaluation of training delivery materials to ensure practical application and improvement in skill base and service levels

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the organisation/ dealership about training techniques and concepts
- KU2.** training policies and procedures of the organization
- KU3.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU4.** organisational and professional code of ethics and standards of practice
- KU5.** safety and health policies and regulations for the workplace

- KU6.** how to develop training modules in-house on the basis of needs assessment of sales function for a particular region (for e.g. for a particular region the way customers are addresses or leads followed up could be very specific basis the culture of the area and hence local modules must be developed)
- KU7.** skills required for automotive sales function such as retain customers through effective customer service how to prospect customers to drum up new business handle objections raised by the customers about the automotive products and services effective time management in order to complete automotive repairs in a timely manner effective communication skills in order to interact with customers and to diagnose the problems within the vehicle
- KU8.** training modules provided by the OEM for the various technical training for the sales manpower and include training for the following major aggregates: engines and fuel system (diesel, petrol, electrical, gas, hybrid etc.) clutch & brake assembly gearbox (manual and automatic) and associated drivelines drive-train assembly and transmission systems (manual, automatic etc.) steering & suspension system tyres and wheels (including wheel alignment) various electrical systems like batteries, wire harness etc. electrical wire harness, lighting, ignition, electronic and air-conditioning systems etc. various electronic systems including Electronic Control Unit (ECU)
- KU9.** how to manage the logistics, procurement, and budget for all sales training programs and curriculums
- KU10.** how to assist in conduct in-depth training on new product and technology along with the various facelifts / refreshes in the vehicle launched by the OEM
- KU11.** how to provide training on proper diagnosis of the major aggregates in coordination with the OEM technical training division of the following : vehicle for engine and other mechanical repairs electrical and electronic repairs requirements any other refreshes made on the vehicle or some of the newly launched accessories (including new air conditioning system, new safety / security accessories etc.)
- KU12.** assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle
- KU13.** how to train sales function with dealer's or OEM's IT & software functions
- KU14.** how to train sales process flow and billing system, which includes, placing orders, processing of orders, payments, credit period, discount processing, return of sales etc.
- KU15.** how to evaluate effectiveness of training program by conducting feedbacks and other measures like lesser no. of repeat complaints for the technicians in the workshop
- KU16.** technical aspects related with all varieties of vehicles along with technical details and problems related with service
- KU17.** software or Format such as MS word, excel, PowerPoint and Management Information System (MIS)
- KU18.** technical product concepts and a track record of collaborating with engineering and product management teams
- KU19.** how to manage the logistics, procurement, and budget for all sales training programs and curriculums
- KU20.** how to maintain inventory of product samples, demonstration tools, marketing collateral and other sales aides
- KU21.** how to take proper feedbacks from sales function about the effectiveness of training program

Generic Skills (GS)

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

- GS1.** create documentation required on the job (including training modules, report, work sheets, etc.) to capture the impact of the training
- GS2.** create training evaluation reports on the basis of feedbacks
- GS3.** write in at least one language
- GS4.** read policies and regulations pertinent to the job
- GS5.** read training reports, worksheets and other evaluation sheets for training as per the OEM guidelines
- GS6.** interact with the sales function to plan and organise training methods
- GS7.** analyse the needs of the sales function for understanding of the OEM product to establish proper training goals
- GS8.** plan work assigned on a daily basis
- GS9.** organise sales training modules according to the needs of sales function
- GS10.** ensure that training needs and requirements are assessed properly
- GS11.** design proper and effective methods of training
- GS12.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS13.** ensure that the training program is hurdle-free for the sales function
- GS14.** liaise with OEM sales function to ensure all arrangements and documentation are done on time
- GS15.** analyse unique training techniques and methods that can be easily understood by the sales function
- GS16.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Impart Sales Training to field Salesforce and monitor effective implementation of the Training modules</i>	30	70	-	-
PC1.. plan the implementation and facilitation of activities and events, budget spending, material production and distribution, and other resources to ensure that operations are managed within authorized budgets	2	3	-	-
PC2.. manage the logistics, procurement, and budget for all sales training programs and curriculums	1	3	-	-
PC3.. maintain inventory of product samples, demonstration tools, marketing collateral and other sales aides	1	3	-	-
PC4.. ensure all material used for curriculum is relevant and up to date	1	3	-	-
PC5.. conduct the training program for the sales function and ensure proper execution of training activities according to the framework designed	2	3	-	-
PC6.. ensure effective training of sales function on maintaining positive relationships with the customers to ensure repeat business for the dealerships	1	3	-	-
PC7.. ensure appropriate training of sales function for key account management and to ensure complete customer satisfaction	1	3	-	-
PC8.. interact with the Customer Relationship Manager (CRM) to design and supervise implementation of the telecalling scripts to be used by the telecallers while making cold calls	1	3	-	-
PC9.. ensure effective training of sales function on customer handling, effective selling, etc. leading to higher customer satisfaction at the dealership	1	3	-	-
PC10.. ensure effective training of both the front-end and back-end teams in scripts and styles of delivering sales pitch highlighting the USP of the brand to the customer	1	3	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11.. explain sales function in managing work flow with other departments as per the OEM guidelines	1	3	-	-
PC12.. ensure training of sales function on retaining customers through effective customer service for example by sustaining healthier volumes and margins, and by business expansion from word-of-mouth referrals	1	3	-	-
PC13.. ensure training of sales function on how to handle objections / issues raised by the customers about the vehicle brand and services provided	1	3	-	-
PC14.. ensure training of sales function on the various aspects related to the technical specifications, service schedules etc. to ensure repeat business for the dealerships	1	3	-	-
PC15.. conduct in-depth new product and technology training including all technical aspects and performance parameters of the vehicle	1	3	-	-
PC16.. enumerate sales process flow in key steps to both the functions for smoother and flawless orders and service execution	1	3	-	-
PC17.. provide training on proper diagnosis of the major aggregates in coordination with the OEM technical training division of the following : vehicle for engine and other mechanical repairs electrical and electronic repairs requirements any other refreshes made on the vehicle or some of the newly launched accessories (including new air conditioning system, new safety / security accessories etc.)	1	3	-	-
PC18.. assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle	1	2	-	-
PC19.. train sales function with dealer's or OEM's IT & software functions	1	2	-	-
PC20.. train sales function with OEM and dealer sales process flow and billing system, which includes, placing orders, processing of orders, payments, credit period, discount processing, return of sales etc.	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC21.. liaise with field sales training to ensure training curriculum consistency	1	2	-	-
PC22.. assess and monitor efficacy and impact of sales training program through developed metrics of performance	1	2	-	-
PC23.. evaluate the effectiveness of training program through use of various techniques such as trainee feedback supervisory appraisal bottom-line measurement performance tests knowledge tests	1	2	-	-
PC24.. manage and monitor annual training path and ensure annual training targets are achieved	1	2	-	-
PC25.. must ensure all aspects of the sales process are being followed and sales team are fully trained and knowledgeable in the process	1	1	-	-
PC26.. monitor monthly training calendar and internal requirements in order to meet annual training objectives	1	2	-	-
PC27.. monitor the use of training funding and maintain up-to-date records of all training delivered	1	1	-	-
PC28.. ensure evaluation of training delivery materials to ensure practical application and improvement in skill base and service levels	1	1	-	-
NOS Total	30	70	-	-

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N0202
NOS Name	Train sales function manpower
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Oem)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Next Review Date	19/07/2015

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.

Minimum Aggregate Passing % at QP Level : 75

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

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	15
ASC/N0002.Work effectively in a team	25	75	-	-	100	15
ASC/N0003.Maintain a healthy,safe and secure working environment	25	75	-	-	100	5
ASC/N0201.Design training modules	30	70	-	-	100	40
ASC/N0202.Train sales function manpower	30	70	-	-	100	25
Total	135	365	-	-	500	100

Acronyms

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

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.
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.

<p>Organisational Context</p>	<p>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.</p>
<p>Technical Knowledge</p>	<p>Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.</p>
<p>Core Skills/ Generic Skills (GS)</p>	<p>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.</p>
<p>Electives</p>	<p>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.</p>
<p>Options</p>	<p>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.</p>