

Sales/Service Trainer (Dealer)

QP Code: ASC/Q1109

NSQF Level: 6

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Qualification Pack

Contents

ASC/Q1109: Sales/Service Trainer (Dealer)	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
ASC/N0001: Plan and organise work to meet expected outcomes	5
ASC/N0002: Work effectively in a team	9
ASC/N0003: Maintain a healthy, safe and secure working environment	13
ASC/N1111: Provide soft skills training to sales and services team	17
ASC/N1112: Provide technical training to sales and services team	25
Assessment Guidelines and Weightage	32
<i>Assessment Guidelines</i>	32
<i>Assessment Weightage</i>	32
Acronyms	34
Glossary	35

Qualification Pack

ASC/Q1109: Sales/Service Trainer (Dealer)

Brief Job Description

A Sales/Service Trainer (Dealer) is responsible for ensuring a trained sales and service workforce in the dealership and includes activities such as designing and framing training modules, executing them and recording their effectiveness are also part of the job role. The responsibility also includes implementing the developed modules by the respective OEM to ensure effective brand communication by the sales/ service workforce to the end customer.

Personal Attributes

An individual on this job must have good communication and interpersonal skills in addition to being a team player, as the job requires coordination with the entire sales and service team to ensure imparting of training in a timely and cost effective manner. The individual should have good understanding of the vehicles along with the USP and technical details. Knowledge about statutory compliance and local market procedures, local customer preferences, geographic nuances and sales peculiarities is also required as they form a critical aspects of the training imparted.

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/N1111: Provide soft skills training to sales and services team](#)
5. [ASC/N1112: Provide technical training to sales and services team](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2424.0402

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Minimum Educational Qualification & Experience	Diploma (in mechanical/automobile engineering) with Not applicable of experience Not applicable OR Diploma (in mechanical/automobile engineering) with Not applicable of experience Not applicable OR Diploma (in mechanical/automobile engineering)
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	On the job training
Minimum Job Entry Age	18 Years
Last Reviewed On	10/06/2013
Next Review Date	31/03/2020
NSQC Approval Date	05/08/2015
Version	1.0

Qualification Pack

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

Qualification Pack

- 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	-	-

Qualification Pack

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

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

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

Qualification Pack

- 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

Qualification Pack

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	-	-

Qualification Pack

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

Qualification Pack

ASC/N1111: Provide soft skills training to sales and services team

Description

This NOS unit is about an individual to provide soft skill training to sales and services team.

Scope

This unit/task covers the following:

- identify training performance and soft skill training needs for the sales and service executives, and develop & design structure for learning solutions to achieve desired results
- monitor the designed training framework or structure and its effectiveness including training evaluation and its return on investment

Elements and Performance Criteria

Identify soft-skill training needs, design & monitor the program and its effectiveness

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

- PC1.** . Identify the soft skills training needs of sales and service team by : traveling with sales/ service representatives both inside the dealership as well as when they are conducting customer meets, market activations and ATL / BTL activities observing sales/ service manpower interacting with the customers and other stakeholders (including both verbal and non-verbal communication) studying sales results reports and performance of the sales/ service manpower against the targets studying customer satisfaction towards automotive services conferring with sales/ service managers conducting live and recorded call audits
- PC2.** . schedule, manage the logistics, procurement, and budget for all sales training programs and curriculums
- PC3.** . coordinate fulfillment of training content and lms (learning management system) needs as per the oem guidelines to train the sales / service workforce
- PC4.** . develop training modules on the basis of needs assessment of sales/ service executives
- PC5.** . prepares requirement based training / competition modules for the entire team
- PC6.** . train sales/ service executives on maintaining positive relationships with the customers to ensure repeat business for the dealerships
- PC7.** . train sales and services function for key account management and to ensure complete customer satisfaction
- PC8..** assist the customer relationship manager (crm) in designing and supervising implementation of the telecalling scripts to be used by the telecallers while making cold calls
- PC9.** . ensure that showroom hostess, telecallers and customer relationship executives (cre) adhere proper way of communication with the customers and come out as pleasing personalities while interacting even with irate customers
- PC10..** train sales and services executives on customer handling, effective selling, etc. leading to higher customer satisfaction at the dealership

Qualification Pack

- PC11.** . train 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
- PC12.** . train and explain sales and services executives in managing work flow with other departments as per the oem guidelines
- PC13..** train sales/ service executives on retaining customers through effective customer service for example by sustaining healthier volumes and margins, and by business expansion from word-of-mouth referrals
- PC14..** train sales/ service executives on effective customer service also to improve staff morale and motivation
- PC15.** . provide training the front-end and back-end teams on how to develop prospective customers to ensure repeat business and new business including; asking for referrals, approaching existing customers who havent made recent purchased or visited workshops for service aspects speaking at various venues / forums highlighting the USP of the vehicle (like mall activations, loan or exchange melas etc.) conducting cold calls to the select customers form the database arranging regular meeting with the corporate / fleet customers and key institutional stakeholders over coffee or lunch
- PC16.** . train sales/ service executives on how to handle objections / issues raised by the customers about the vehicle brand and services provided
- PC17..** provide training to sales/ service executives on effective time management in order to complete sales process / automotive repairs in a timely manner
- PC18..** provide training on effective communication skills in order to interact with customers and convey the faults (service workforce) or sort the queries raised by the customers (sales workforce)
- PC19.** . attend and participate in periodic trainer development sessions organized by the oem directly or through a third-party vendor
- PC20..** prepare monthly training feedback and review reports and update the company systems accordingly on the various training related metrics (like training mandays, no. of people trained in specialised aggregates etc.)
- PC21.** . manage training budget to ensure that training costs do not exceed allocated funds

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the oem/ dealership related with the soft skills training of the sales/ service function
- KU2.** guidelines and frameworks provided by the oem for the soft skills training of sales/ services function
- KU3.** process flow of complete sales and service cycles at the dealership documentation requirements for each procedure carried out as part of roles and responsibilities
- KU4.** institutional and professional code of ethics and standards of practice
- KU5.** safety and health policies and regulations for the workplace
- KU6.** training modules provided by the oem for the training of sales/ services function in the soft skills area
- KU7.** how to conduct soft skills training needs analysis of sales/ service function

Qualification Pack

- KU8.** how to develop training modules in-house on the basis of needs assessment of sales/ service executives 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)
- KU9.** soft skills required for automotive sales/ service 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
- KU10.** how to manage the logistics, procurement, and budget for all sales training programs and curriculums
- KU11.** how to evaluate effectiveness of training program by conducting feedbacks etc.
- KU12.** technical aspects related with all varieties of vehicles at the dealership
- KU13.** software or format such as ms word, excel, powerpoint and management information system (MIS)
- KU14.** local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc.

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 (preferably a local language as most of the communication for sales / service workforce regarding soft skills happen in local language)
- GS4.** read general instructions or guidelines from oem, mandatory for training of the sales/ services function
- GS5.** read policies and regulations pertinent to the job
- GS6.** read training reports, worksheets and other evaluation sheets for training as per the oem guidelines
- GS7.** read training frameworks and design structures as specified by oem
- GS8.** interact with sales, service, training and administrative function of the oem/ dealership to understand their training needs
- GS9.** interact with internal stakeholders (superiors and the entire sales / service team for imparting training) as well as the external stakeholders (including the oem trainers, external vendors) to manage the overall training at the dealership as per the oem guidelines to convey the right perception about the brand
- GS10.** analyse the needs of the sales/ service function before deciding on the appropriate training interventions regarding the softer skills aspects
- GS11.** plan work assigned on a daily basis
- GS12.** organise sales/ service training modules according to the needs of sales / service function
- GS13.** ensure that training needs and requirements are assessed properly

Qualification Pack

- GS14.** design proper and effective methods of training
- GS15.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS16.** ensure that the training program is hurdle-free for the sales function
- GS17.** liaise with oem sales/ service function to ensure all arrangements and documentation are done on time
- GS18.** analyse unique training techniques and methods that can be easily understood by the sales function
- GS19.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify soft-skill training needs, design & monitor the program and its effectiveness</i>				
PC1. . Identify the soft skills training needs of sales and service team by : traveling with sales/ service representatives both inside the dealership as well as when they are conducting customer meets, market activations and ATL / BTL activities observing sales/ service manpower interacting with the customers and other stakeholders (including both verbal and non-verbal communication) studying sales results reports and performance of the sales/ service manpower against the targets studying customer satisfaction towards automotive services conferring with sales/ service managers conducting live and recorded call audits	2	3	-	-
PC2. . schedule, manage the logistics, procurement, and budget for all sales training programs and curriculums	2	3	-	-
PC3. . coordinate fulfillment of training content and lms (learning management system) needs as per the oem guidelines to train the sales / service workforce	1	4	-	-
PC4. . develop training modules on the basis of needs assessment of sales/ service executives	2	3	-	-
PC5. . prepares requirement based training / competition modules for the entire team	2	3	-	-
PC6. . train sales/ service executives on maintaining positive relationships with the customers to ensure repeat business for the dealerships	1	4	-	-
PC7. . train sales and services function for key account management and to ensure complete customer satisfaction	1	3	-	-
PC8.. assist the customer relationship manager (crm) in designing and supervising implementation of the telecalling scripts to be used by the telecallers while making cold calls	1	4	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. . ensure that showroom hostess, telecallers and customer relationship executives (cre) adhere proper way of communication with the customers and come out as pleasing personalities while interacting even with irate customers	1	4	-	-
PC10. .. train sales and services executives on customer handling, effective selling, etc. leading to higher customer satisfaction at the dealership	1	3	-	-
PC11. . train 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	-	-
PC12. . train and explain sales and services executives in managing work flow with other departments as per the oem guidelines	1	4	-	-
PC13. .. train sales/ service executives on retaining customers through effective customer service for example by sustaining healthier volumes and margins, and by business expansion from word-of-mouth referrals	2	3	-	-
PC14. .. train sales/ service executives on effective customer service also to improve staff morale and motivation	2	3	-	-
PC15. . provide training the front-end and back-end teams on how to develop prospective customers to ensure repeat business and new business including; asking for referrals, approaching existing customers who havent made recent purchased or visited workshops for service aspects speaking at various venues / forums highlighting the USP of the vehicle (like mall activations, loan or exchange melas etc.) conducting cold calls to the select customers form the database arranging regular meeting with the corporate / fleet customers and key institutional stakeholders over coffee or lunch	1	3	-	-
PC16. . train sales/ service executives on how to handle objections / issues raised by the customers about the vehicle brand and services provided	1	4	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC17.. provide training to sales/ service executives on effective time management in order to complete sales process / automotive repairs in a timely manner	2	3	-	-
PC18.. provide training on effective communication skills in order to interact with customers and convey the faults (service workforce) or sort the queries raised by the customers (sales workforce)	2	3	-	-
PC19. . attend and participate in periodic trainer development sessions organized by the oem directly or through a third-party vendor	1	4	-	-
PC20.. prepare monthly training feedback and review reports and update the company systems accordingly on the various training related metrics (like training mandays, no. of people trained in specialised aggregates etc.)	1	3	-	-
PC21. . manage training budget to ensure that training costs do not exceed allocated funds	2	3	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1111
NOS Name	Provide soft skills training to sales and services team
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	

Qualification Pack

ASC/N1112: Provide technical training to sales and services team

Description

This NOS unit is about an individual to provide trainings to sales/ services team on technical inputs to upgrade their skills set on handling technical issues from on the vehicle.

Scope

This unit/task covers the following:

- identify training needs for the sales and service executives on the technical aspects of the vehicle
- train executives on customer handling regarding the technical aspects of the vehicle and monitor the designed training framework or structure and its effectiveness including training evaluation

Elements and Performance Criteria

Identify technical training needs, design & monitor the program and its effectiveness

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

- PC1..** assess knowledge and skills of team members through observation, interviews, and surveys, then consider findings when determining training subjects, content, and delivery techniques
- PC2..** identify the technical training needs of sales and service team by : traveling with sales/ service representatives inside the dealership and the workshop observing sales/ service manpower interacting with the customers and other stakeholders in the dealership and workshop premises (including both verbal and non-verbal communication) studying sales results reports and performance of the sales/ service manpower against the targets
- PC3..** schedule, manage the logistics, procurement, and budget for all sales training programs and curriculums for the technical trainings
- PC4..** utilize initial and subsequent assessment results as benchmarks to demonstrate training program effectiveness
- PC5..** coordinate with the oem to ensure their readiness to implement and support newly introduced and enhanced automotive products through the technical trainings
- PC6..** train sales/ service executives on the various aspects related to the technical specifications, service schedules etc. to ensure repeat business for the dealerships (sales executives) and less repeat complaints (service executives)
- PC7..** conduct in-depth new product and technology training including all technical aspects and performance parameters of the vehicle
- PC8..** provide product information and competitive comparison expertise
- PC9..** enumerate service and sales process flow in key steps to both the functions for smoother and flawless orders and service execution
- PC10..** assist in providing 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.)

Qualification Pack

- PC11..** assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle
- PC12..** train sales and services function with dealer's or oem's it & software functions
- PC13..** train sales and services 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.
- PC14..** administer and report on team and team member knowledge progress and prioritize opportunities to accelerate knowledge transfer across the organization
- PC15..** attend and participate in periodic trainer development sessions organized by the oem directly or through a third-party vendor
- PC16..** prepare monthly training feedback and review reports and update the company systems accordingly on the various training related metrics (like training mandays, no. of people trained in specialised aggregates etc.)
- PC17..** manage training budget to ensure that training costs do not exceed allocated funds

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures of the oem/ dealership related with the technical training skillfor the sales/ service function (including the detailed process to be followed for imparting technical skills for technicians and diagnostic specialists)
- KU2.** standard process to be followed for the periodic assessment of the technical trainings already imparted to the technicians and other service support staff as prescribed by the oem
- KU3.** process flow of complete sales and service process at the dealership as prescribed by the oem
- KU4.** documentation requirements for each procedure carried out as part of roles and responsibilities
- KU5.** institutional and professional code of ethics and standards of practice
- KU6.** safety and health policies and regulations for the workplace
- KU7.** training modules provided by the OEM for the various technical training of the service manpower in detail and overview 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)
- KU8.** 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
- KU9.** how to assist in providing 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.)

Qualification Pack

- KU10.** assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle
- KU11.** how to train sales and services function with dealer's or oem's it & software functions
- KU12.** how to train sales/ service process flow and billing system, which includes, placing orders, processing of orders, payments, credit period, discount processing, return of sales etc.
- KU13.** 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
- KU14.** technical aspects related with all varieties of vehicles along with technical details and problems related with service
- KU15.** software or format such as ms word, excel, powerpoint and management information system (mis)
- KU16.** local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc.

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 (preferably a local language as most of the communication for sales / service workforce regarding soft skills happen in local language)
- GS4.** read general instructions or guidelines from oem, mandatory for training of the sales/ services function
- GS5.** read policies and regulations pertinent to the job
- GS6.** read training reports, worksheets and other evaluation sheets for training
- GS7.** read training frameworks and design structures as specified by oem
- GS8.** interact with sales, service, training and administrative function of the oem/ dealership to understand their need for technical training (including those for the technicians and aggregate specialist and diagnosis)
- GS9.** interact with internal stakeholders (superiors and the entire sales / service team for imparting training) as well as the external stakeholders (including the oem trainers, external vendors) to manage the overall training at the dealership as per the oem guidelines to ensure that the sales / service staff is technically competent to answer any query that the customer may pose in front of them
- GS10.** analyse the needs of the sales/ service function for understanding of the oem product to establish proper training goals
- GS11.** plan work assigned on a daily basis including the periodic trainings to be imparted to the junior technicians by the senior technicians as well as external oem service training team
- GS12.** organise sales/ service training modules according to the needs of sales / service function esp. in case a new variant is launched and the service executives needs to be trained in the overall vehicle and its aggregates

Qualification Pack

- GS13.** ensure that technical training needs and requirements are assessed properly esp. in case of newly joined technicians in the workshop and they are then technically trained to ensure effective technicians in the workshop to repair and overhaul the vehicles
- GS14.** ensure proper and effective methods of imparting training to the technical staff of the workshop through in coordination with the oem technical training division
- GS15.** identify complex problems and reviewing related information to develop and evaluate options and implement solutions
- GS16.** ensure that the training program covers all essential aggregates and captures various complex diagnosis as well which may be peculiar to a particular type of vehicle that operates in the dealers territory
- GS17.** analyse unique training techniques and methods that can be used to impart the technical training to both sales / service executives
- GS18.** use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Identify technical training needs, design & monitor the program and its effectiveness</i>				
PC1.. assess knowledge and skills of team members through observation, interviews, and surveys, then consider findings when determining training subjects, content, and delivery techniques	2	4	-	-
PC2.. identify the technical training needs of sales and service team by : traveling with sales/ service representatives inside the dealership and the workshop observing sales/ service manpower interacting with the customers and other stakeholders in the dealership and workshop premises (including both verbal and non-verbal communication) studying sales results reports and performance of the sales/ service manpower against the targets	1	5	-	-
PC3.. schedule, manage the logistics, procurement, and budget for all sales training programs and curriculums for the technical trainings	2	4	-	-
PC4.. utilize initial and subsequent assessment results as benchmarks to demonstrate training program effectiveness	2	4	-	-
PC5.. coordinate with the oem to ensure their readiness to implement and support newly introduced and enhanced automotive products through the technical trainings	2	4	-	-
PC6.. train sales/ service executives on the various aspects related to the technical specifications, service schedules etc. to ensure repeat business for the dealerships (sales executives) and less repeat complaints (service executives)	2	4	-	-
PC7.. conduct in-depth new product and technology training including all technical aspects and performance parameters of the vehicle	2	4	-	-
PC8.. provide product information and competitive comparison expertise	2	4	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9.. enumerate service and sales process flow in key steps to both the functions for smoother and flawless orders and service execution	2	4	-	-
PC10.. assist in providing 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	5	-	-
PC11.. assist in providing training on the overhauling of mechanical, electrical and electronic aggregates of a vehicle	1	5	-	-
PC12.. train sales and services function with dealer's or oem's it & software functions	2	4	-	-
PC13.. train sales and services 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.	2	4	-	-
PC14.. administer and report on team and team member knowledge progress and prioritize opportunities to accelerate knowledge transfer across the organization	2	4	-	-
PC15.. attend and participate in periodic trainer development sessions organized by the oem directly or through a third-party vendor	2	4	-	-
PC16.. prepare monthly training feedback and review reports and update the company systems accordingly on the various training related metrics (like training mandays, no. of people trained in specialised aggregates etc.)	1	3	-	-
PC17.. manage training budget to ensure that training costs do not exceed allocated funds	2	4	-	-
NOS Total	30	70	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1112
NOS Name	Provide technical training to sales and services team
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Sales Support
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	10/06/2013
Next Review Date	10/06/2015
NSQC Clearance Date	

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	10

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N1111.Provide soft skills training to sales and services team	30	70	-	-	100	35
ASC/N1112.Provide technical training to sales and services team	30	70	-	-	100	35
Total	135	365	-	-	500	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.

Qualification Pack

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.