

# Model Curriculum

**SECTOR: AUTOMOTIVE**  
**SUB-SECTOR: Automotive Vehicle (Sales)**  
**OCCUPATION: Sales Support**  
**QP NAME: SHOWROOM HOSTESS Customer  
Relationship Executive**  
**REF ID: ASC/Q1111**  
**NSQF LEVEL: 4**



## Certificate

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

is hereby issued by the

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

for

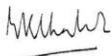
### MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/Qualification Pack: 'Showroom Hostess Customer Relationship Executive' QP No. 'ASC/Q1111 NSQF Level 4'

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

\*Valid up to the next review date of the Qualification Pack or the  
'Valid up to' date mentioned above (whichever is earlier)

  
**Sunil K. Chaturvedi**  
Chief Executive Officer, ASDC

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# SHOWROOM HOSTESS

## Customer Relationship Executive

### CURRICULUM / SYLLABUS

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

<b>Program Name</b>	<b>Showroom Hostess Customer Relationship Executive</b>		
<b>Qualification Pack Code</b>	ASC/Q1111		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	
<b>Pre-requisites Training</b> to	12th Standard passed		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• <b>Welcome the customer at showroom:</b> Greeting the customer, offering refreshments, helping in making the customer feel comfortable etc.</li> <li>• <b>Communicate effectively:</b> Verbal and Non-Verbal communication, maintaining proper body language, understand gestures and signs etc.</li> <li>• <b>Customer Relationship Management:</b> CRM software, Post sales service, maintaining service records, collecting feedback, etc.</li> <li>• <b>Lead Management:</b> Lead generation, ATL/BTL activities, managing campaigns, recording leads, etc.</li> <li>• <b>Relationship Building &amp; Quality Service:</b> Benefits of relationship building, relationship management cycle, Components of quality service, maintaining records of quality service provided, etc.</li> <li>• <b>Coordinate with the team:</b> Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc.</li> <li>• <b>Assist the customer and Resolve queries:</b> Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance.</li> <li>• <b>Follow Safety Measure at workplace:</b> Understand processes, emergency and evacuation procedures, general safety measures, etc.</li> <li>• <b>Plan and Organise work:</b> Time management, Time stealers, Prioritizing, Pickle jar theory, etc.</li> </ul>		

This course encompasses 6 out of 6 National Occupational Standards (NOS) of “Dealership Showroom Hostess Customer Relationship Executive” Qualification Pack issued by “Automotive”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Introduction</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Understand General Discipline in the class room (Do’s &amp; Don’ts)</li> <li>- Introduction to automobile industry</li> <li>- Purpose and types of automobiles</li> <li>- History and invention of automobiles</li> <li>- Indian automobile industry</li> </ul>	Laptop, white board, marker, projector
2	<p><b>Carryout activities for hosting customers in an automobile showroom</b></p> <p><b>Theory Duration</b> (hh:mm) 40:00</p> <p><b>Practical Duration</b> (hh:mm) <b>60:00</b></p> <p><b>Corresponding NOS Code</b> <b>ASC/N 1103</b></p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Escort and Greet the customer</li> <li>- Make customer feel comfortable at showroom</li> <li>- Provide information through brochures</li> <li>- Coordinate with co-workers to fulfill customer needs</li> <li>- Assist in effective Visual Display</li> <li>- Collect feedback of customers</li> </ul>	Laptop, white board, marker, projector, enquiry forms, brochures
3	<p><b>Generate sales leads and pass on the leads to sales team achieve sales closure</b></p> <p><b>Theory Duration</b> (hh:mm) 45:00</p> <p><b>Practical Duration</b> (hh:mm) 65:00</p> <p><b>Corresponding NOS Code</b> <b>ASC/N 1105</b></p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Generate leads from various sources like showroom walking, telephonic enquiries, other marketing campaigns and ATL / BTL activities</li> <li>- Manage effective communication with clients/ customers</li> <li>- Maintain reports of customer service requests, feedback, complaints etc.</li> <li>- Pitch and assist by FABing about the products</li> <li>- Handle customer concerns and objections effectively</li> <li>- Prepare MIS and quotations for customers</li> <li>- Coordinate effectively with team</li> <li>- Ensure optimum customer satisfaction</li> </ul>	Laptop, white board, marker, projector, enquiry forms, brochures
4	<p><b>Handle post-delivery services for better customer satisfaction</b></p> <p><b>Theory Duration</b> (hh:mm)</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> <li>- Define customer relationship management</li> <li>- List the skills required by a CRE</li> </ul>	Laptop, white board, marker, projector, enquiry forms, brochures





## Trainer Prerequisites for Job role: “Showroom Hostess Customer Relationship Executive ” mapped to Qualification Pack: “ASC/Q1111, v1.0”

Sr. No.	Area	Details
1	<b>Description</b>	To deliver accredited training sales , mapping to the curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1111”.
2	<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Aptitude for conducting training, and pre/ post work to Ensure competent, employable candidates at the end of the training.</li> <li>• Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused.</li> <li>• Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable.</li> <li>• Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>• Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot.</li> <li>• Should be hands on with servicing of vehicles to provide Experiential training.</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	<b>Domain Certification</b>	Certified for Job Role: “Sales ” mapped to QP: ASC/Q1111. Minimum qualifying score-80 %, as per ASDC guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/1402”. Minimum qualifying score-80%, as per ASDC guidelines.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Minimum 6 years of experience in Automobile Sales for graduates</li> <li>▪ Minimum 4 years of experience in Automobile Sales for MBA</li> <li>▪ Must have relevant experience in any automobile dealership</li> </ul>

### Annexure: Assessment Criteria

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Showroom Hostess Customer Relationship Executive</b>
<b>Qualification Pack</b>	<b>ASC/Q1111, v1.0</b>
<b>Sector Skill Council</b>	<b>Automotive</b>

<b>Sr. No.</b>	<b>Guidelines for Assessment</b>
1	Assessment to be conducted by ASDC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP
2	Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
3	ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, Practical skills and also basic ability to communicate. Accordingly, evaluation process would include: <ul style="list-style-type: none"> <li>i. Theory/Knowledge test</li> <li>ii. Practical demonstration test</li> <li>iii. Face to Face Viva-Voce</li> </ul>
4	Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end. <ul style="list-style-type: none"> <li>- Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broadband and/or hardware.</li> <li>- On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.</li> </ul>
5	ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
6	Cut off criteria for certification (Marks obtained in %): 80 %



	PC15.attend and participate in daily briefings, meetings regarding the overall process of customer handling as prescribed by the OEM				3
	PC16.participate in training sessions				3
	All KA, KB for the NOS			30	
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
ASC/N1105 Generate sales leads and pass on the leads to the sales team to achieve sales closure	PC1.handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100			4
	PC2.identify and develop sources of potential clients and customer contacts interested in buying OEM products				4
	PC3.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned				3
	PC4.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads				4
	PC5.effectively communicate with clients/ customers to gain commitment to purchase and products via telephone, face-to-face and written communication				3
	PC6. mention FAB (features/ advantages/ benefits) and USPs of the OEM vehicles and brands available at the dealership over the competitor models respond promptly to customer need and requests from time to time				10
	PC7. follow up for free free test drives with customer on phone/email				2
	PC8.maintain contract renewal reports and profiling of existing accounts				4
	PC9.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location				2
	PC10.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs				3
	PC11. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and satisfactory manner				2
	PC12.respond positively to customer objections/queries against the OEM products				3







