



Automotive Skills Development Council



QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AUTOMOTIVE INDUSTRY

What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key TermsP.3
4. NOS Units.....P.5

Introduction

Qualifications Pack- Territory Sales Manager (Retail)

SECTOR: AUTOMOTIVE

SUB-SECTOR: AUTOMOTIVE VEHICLE SALES (OEM)

OCCUPATION: VEHICLE SALES

JOB ROLE: TERRITORY SALES MANAGER (RETAIL)

REFERENCE ID: ASC/ Q 0101

Territory Sales Manager (Retail) is also known as Retail Sales Manager, Territory Sales Engineer, Sales Manager, and Area Sales Manager

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

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

Qualifications Pack Code	ASC/ Q 0101		
Job Role	Territory Sales Manager(Retail)		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	16/07/13
Sub-sector	Automotive Vehicle Sales(OEM)	Last reviewed on	16/07/13
Occupation	Vehicle Sales	Next review date	16/07/15

Job Role	Territory Sales Manager(Retail)
Role Description	Plan and analyse annual sales targets for the OEM through the respective Dealer(s) / distributor (s) and ensuring proper delivery of OEM vehicles to enhance customer satisfaction, monitor sales performance and market-share across allocated product –portfolio in the respective territory / area allocated to the dealer / distributor
NSQF level	5
Minimum Educational Qualifications	B.E/ B.Tech in any discipline
Maximum Educational Qualifications	Post graduate degree/ diploma in Engineering (Mechanical or Automobile) or Masters in Business Administration
Training (Suggested but not mandatory)	On the job training <ul style="list-style-type: none"> Desirable for ASDC Territory Sales Manager (Retail) Level 5 certificate OR Post graduate degree / diploma in Business Administration
Experience	<ul style="list-style-type: none"> 2-5 years of relevant sales experience in automotive industry for Graduates
Occupational Standards (OS)	Compulsory: ASC/ N 0101: Plan annual sales ASC/ N 0102: Manage operations to achieve sales closure ASC/ N 0004: Manage customer relationship and quality service ASC/ N 0001: Plan and organise work to meet expected outcomes ASC/ N 0002: Work effectively in a team ASC/ N 0003: Maintain a healthy, safe and secure working environment Optional: N.A.
Performance Criteria	As described in the relevant NOS units

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
Dealership	A business established or operated under an authorisation to sell or distribute an automotive company's goods and services
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 NOS they are looking for.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the 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 the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses 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.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4-wheelers (including passenger vehicles and commercial vehicles). This includes gasoline, petrol, CNG, electrical and hybrid vehicles
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework
NSQF	National Skills Qualifications Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual who is responsible for determining sales requirements for the OEM vehicular business through its channel partners (dealers/ distributors) and creating annual sales plan for the allocated territory/ area.

ASC/ N 0101: Plan annual sales

National Occupational Standard	Unit Code	ASC/ N 0101
	Unit Title (Task)	Plan annual sales
	Description	This OS unit is about an individual who is responsible for determining sales requirements for the OEM vehicular business through its channel partners (dealers/ distributors) and creating annual sales plan for the allocated territory / area.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> analyse and drive annual sales against the allocated business target for the OEM vehicle portfolio through channel partners ensure a higher market share in the allocated territory / area.
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Analyse and drive annual sales targets to ensure higher market share for the OEM	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. analyse the OEM business plan & plan sales accordingly on a regular basis to ensure that company's overall business planning objectives are met</p> <p>PC2. identify sales objectives through revenue growth, vehicular units sold and market share percentages across the OEM vehicle portfolio</p> <p>PC3. segment the potential customers into specified targeted tiers and devise specific sales pitch for each targeted tier along with individual sales call frequencies patterns</p> <p>PC4. communicate vehicle product USP across the OEM portfolio to enhance sales revenue & increase market share of the OEM product portfolio</p> <p>PC5. devise secondary sales strategy at the channel partner (dealer / distributor) for the various OEM vehicle products which includes:-</p> <ul style="list-style-type: none"> territory & product portfolio allocation to the sales force at the channel partner (dealer / distributor) recruiting and managing sales executives for various vehicle product-lines of the OEM ensure training needs assessment & actual training for all the sales executives including technical aspects and USP of the vehicles over the competitor both for newly launched vehicles / upgraded vehicle range timely communication of incentive schemes for sales representatives and ensure proper distribution of the rewards / incentives to maintain higher levels of motivation regular communication of various schemes announced by the OEMs / financiers at the zonal / area level and the channel partner at a local level <p>PC6. prepare regular reports / updates on sales performance of the channel partner (dealer/ distributor) against the competitor to determine lead and lag sales performance indicators and take corrective steps post the analysis</p> <p>PC7. plan & implement various local promotional activities to achieve sales volume such as:-</p> <ul style="list-style-type: none"> road shows mall activations exchange melas

ASC/ N 0101: Plan annual sales

	<ul style="list-style-type: none"> • canopy promotions • local contests • loan melas • promotional test-drives • tie-ups with various body-builders (only in case of commercial vehicles) • any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas <p>PC8. plan and implement consumer and commercial sales activities across the OEM vehicle products in an assigned area</p>
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the OEM related with the vehicular sales</p> <p>KA2. promotions, discounts, freebies offered by the OEM at a zonal/ national level to either the end customer (to push secondary sales) or to the channel partner (dealer/ distributor to push primary sales)</p> <p>KA3. prices, taxes and other applicable cost elements for the vehicle</p> <p>KA4. documentation requirements for each procedure carried out as part of roles and responsibilities as per the OEM guidelines</p> <p>KA5. organisational and professional code of ethics and standards of practice</p> <p>KA6. safety and health policies and regulations for the workplace as well as for automotive trade in general</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the technical specifications of various OEM vehicular products as well as those manufactured by the competitors</p> <p>KB2. how to collaborate with engineering, product management and service marketing teams</p> <p>KB3. how to allocate funds across various product portfolio of the OEM to ensure profitability of the channel partner</p> <p>KB4. financial management facing the channel partner (dealer/ distributor) including budgeting, forecasting, calculations related to bids</p> <p>KB5. how to conduct market research and surveys to analyse current trends in the market and develop counter strategies</p> <p>KB6. how to create regular reports on sales performance for the channel partner across the territory/ area allocated</p> <p>KB7. the following appropriate local promotional activities required for attracting potential customers:</p> <ul style="list-style-type: none"> • road shows • mall activations • exchange melas • canopy promotions • local contests • loan melas

ASC/ N 0101: Plan annual sales

	<ul style="list-style-type: none"> • promotional test-drives • tie-ups with various body-builders (only in case of commercial vehicles) • any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas <p>KB8. the competitive landscape including:</p> <ul style="list-style-type: none"> • vehicles (models/ variants) offered by competitors • features & functions available in the competitor vehicle • USP of the vehicle vis-à-vis those offered by competitors • price differentials with competitor's products both in the same territory and that across the adjoining territory
skills (s) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing skills
	The user/ individual on the job needs to know and understand how to:
	SA1. communicate information and ideas in writing so others will understand
	SA2. write in at least one language
	Reading skills
	The user/individual on the job needs to know and understand how to:
B. Professional Skills	SA3. read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts
	SA4. maintain updated knowledge on the evolving trends cutting-edge developments in the automotive industry
	SA5. read policies and regulations pertinent to the job as specified in the OEM manual
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA6. interact with the sales team at the channel partner (including both front-end and back-end team) to plan annual sales targets and analyse the periodic performance vis-à-vis the assigned targets
B. Professional Skills	Decision making
	The user/individual on the job needs to know and understand how to:
	SB1. analyse the market potential for various models across the product portfolio to distribute the overall sales target across various sales executives
	SB2. increase primary sales through orders placed for specific variants/ colour of a particular vehicle model basis the forecasted sales in the future in the particular territory/ area
	SB3. take data-backed decisions through the various sales trends available for a particular micro-market in the allocated area

ASC/ N 0101: Plan annual sales

	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB4. plan work according to the required schedule and location SB5. use forecasting techniques to analyse sales - trends and plan for future primary & secondary sales
	Customer centricity
	The user/individual on the job needs to know and understand how to:
	SB6. ensure that market's needs and requirements are assessed SB7. ensure proper message is conveyed to the targeted customer to ensure higher customer satisfaction
	Problem solving
	The user/individual on the job needs to know and understand how to:
	SB8. identify complex problems and reviewing related information to develop and evaluate options and implement solutions SB9. ensure that the sales plan is coherent with the overall sales function SB10. liaison with various OEM sales support functions to ensure proper arrangements and documentation as mandated by the OEM
	Analytical thinking
	The user/individual on the job needs to know and understand how to:
	SB11. analyse unique selling points of the vehicle based on potential customer requirements in each of the micro markets SB12. analyse unique forecasting tools available for planning both primary & secondary sales as well the market penetration
	Critical thinking
	The user/individual on the job needs to know and understand how to:
	SB13. evaluate the information gathered from the potential customer and utilise it to ensure a smooth sales process SB14. use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems

ASC/ N 0101: Plan annual sales

NOS Version Control

NOS Code	ASC/ N 0101		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	16/07/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	16/07/13
		Next review date	16/07/15



ASC/ N 0102: Manage operations to achieve sales closure

National Occupational Standards

Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual who is responsible for monitoring sales performance at the channel partner (dealer/ distributor) and ensuring proper adherence to overall sales process as per the OEM guidelines to ensure maximum customer satisfaction.

ASC/ N 0102: Manage operations to achieve sales closure

National Occupational Standard	Unit Code	ASC/ N 0102
	Unit Title (Task)	Manage operations to achieve sales closure
	Description	This OS unit is about an individual who is responsible for monitoring sales performance at the channel partner (dealer/ distributor) and ensuring proper adherence to overall sales process as per the OEM guidelines to ensure maximum customer satisfaction.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> monitor sales performance of the channel partner (dealer/ distributor) and align it to the overall sales OEM targets ensure proper process sales process adherence as per the OEM guidelines to ensure maximum customer satisfaction
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Monitor & manage operations to achieve sales closure	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. manage day to day business activities and development of the assigned territory to maximize sales across the product portfolio</p> <p>PC2. focus sales efforts through analysis of the market potential vis-à-vis existing volume from the channel partner (dealer/ distributor) in the assigned territory/ area</p> <p>PC3. monitor competition activities through current market trends, and branding & marketing activities undertaken in the area across the vehicular portfolio</p> <p>PC4. understand the various aspects of OEM business related to both sales and service.</p> <p>PC5. plan & implement the following appropriate local promotional activities required for attracting potential customers:</p> <ul style="list-style-type: none"> road shows mall activations exchange melas canopy promotions local contests loan melas promotional test-drives tie-ups with various body-builders (only in case of commercial vehicles) any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas <p>PC6. understand the technical specifications of various OEM vehicular products as well as those manufactured by the competitors</p> <p>PC7. ensure and supervise database management for all customer information</p> <p>PC8. monitor sales performance of OEM sales function at the channel partner-end across its various branches and sub-dealers</p> <p>PC9. ensure proper financing is available for the potential customers at better rates / terms & conditions vis-a-viz the competitors</p> <p>PC10. ensure proper implementation of the tie-ups with various financiers/ NBFCs at a</p>

ASC/ N 0102: Manage operations to achieve sales closure

	<p>zonal/ national level for vehicle financing</p> <p>PC11. prepare monthly sales reports and update the company systems accordingly coordinate efforts with other departments, which include marketing, customer service, transportation, and warehouse</p> <p>PC12. create regular reports on sales performance for the channel partner across the territory/ area allocated</p>
Ensure Proper Sales Process adherence	<p>PC13. ensure proper documentation of the entire sales process (including the enquiry form, booking form, test-drive feedback, delivery form etc.)</p> <p>PC14. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team</p> <p>PC15. ensure planned branding activities at the central / national level is implemented as per the OEM guidelines</p> <p>PC16. ensure financing & various documentation aspects for the vehicle across the various financiers / NBFCs ensure proper delivery of OEM products according to the needs and preferences of customers</p> <p>PC17. resolve customer complaints through engaging with the local service-team and escalation any product-performance related issues to the manufacturing plant and R&D team</p>
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the OEM related vehicular sales</p> <p>KA2. promotions, discounts, freebies offered by the OEM at a zonal/ national level to either the end-customer (to push secondary sales) or to a channel partner (dealer/ distributor to push primary sales)</p> <p>KA3. prices, taxes and other applicable cost elements for the vehicle</p> <p>KA4. documentation requirements for each procedure carried out as part of roles and responsibilities as per the OEM guidelines</p> <p>KA5. organisational and professional code of ethics and standards of practice</p> <p>KA6. safety and health policies and regulations for the workplace</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the technical specifications of various OEM vehicular products as well as those manufactured by the competitors</p> <p>KB2. how to collaborate with engineering, product management & service marketing team</p> <p>KB3. how to analyse current market trends of OEM products to ensure proper updating of sales process of OEM products</p> <p>KB4. how to manage & analyse customer database collected from various sources</p> <p>KB5. how to prepare regular reports on sales performance for the channel partner across the allocated territory/ area</p>

ASC/ N 0102: Manage operations to achieve sales closure

	<p>KB6. the following appropriate local promotional activities required for attracting potential customers:</p> <ul style="list-style-type: none"> • road shows • mall activations • exchange melas • canopy promotions • local contests • loan melas • promotional test-drives • tie-ups with various body-builders (only in case of commercial vehicles) <p>KB7. any other local activities jointly done with other agencies/ organization (banks & NBFCs) to push sales in rural / semi-urban areas</p> <p>KB8. how to handle queries of customers and solve them effectively</p> <p>KB9. documents required throughout the sales process including :</p> <ul style="list-style-type: none"> • registration of a vehicle • insurance & financing for the vehicle • process required for various customization in the product as per the customer requirement <p>KB10. documents required from potential customer to close a sale</p> <p>KB11. facilities for insurance and finance offered by the dealership</p> <p>KB12. the competitive landscape including:</p> <ul style="list-style-type: none"> • vehicles (models/ variants) offered by competitors • features & functions available in the competitor vehicle • USP of the vehicle vis-à-vis those offered by competitors • price differentials with competitor's products both in the same territory and that across adjoining territory
Skills (S) w.r.t. the Scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing skills
	The user/ individual on the job needs to know and understand how to:
	SA1. communicate information and ideas in writing so others will understand SA2. write in at least one language
	Reading skills
	The user/individual on the job needs to know and understand how to:
	SA3. read & understand technical terminologies used in the automotive industry, financial reports, and basic legal documents related to contracts SA4. maintain updated knowledge on evolving trends and cutting-edge developments in the automotive industry SA5. read policies and regulations pertinent to the job as specified in the OEM manual
	Oral Communication (Listening and Speaking skills)

ASC/ N 0102: Manage operations to achieve sales closure

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. interact with the sales team at the channel partner (including both front-end and back-end team) to plan periodic targets and analyse periodic performance vis-à-vis the assigned target</p>
B. Professional Skills	Decision making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse the market potential for various models across the product portfolio and monitor the performance of sales executive in each product-line across the allocated micro-market</p> <p>SB2. analyse the various means to increase awareness of the Brand and product in the allocated territory/area</p> <p>SB3. increase secondary sales through better analysis of the sales trends across each micro-market in the allocated territory</p> <p>SB4. take data-backed decisions through the various sales trends available for selected targeted customer base through proper analysis of various lead generation sources</p>
	Plan and Organise
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. plan work assigned on a daily basis</p> <p>SB6. Organise proper forecasting techniques to analyse sales-trends and plan for the future primary & secondary sales</p>
	Customer centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. ensure that market's needs and requirements are assessed</p> <p>SB8. ensure proper message is conveyed to the targeted customer to ensure higher customer satisfaction</p>
	Problem solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. identifying complex problems and reviewing related information to develop and evaluate options and implement solutions</p> <p>SB10. ensure that the sales plan is coherent with the sales function</p> <p>SB11. liaison with various OEM sales function to ensure proper arrangements and documentation as mandated by the OEM</p>
	Analytical thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB12. analyse unique forecasting tools available for planning both primary & secondary sales</p>
	Critical thinking



ASC/ N 0102: Manage operations to achieve sales closure

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems</p>
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ASC/ N 0102: Manage operations to achieve sales closure

NOS Version Control

NOS Code	ASC/ N 0102		
Credits(NSQF)	TBD	Version number	1
Industry	Automotive	Drafted on	16/07/13
Industry Sub-sector	Automotive Vehicle Sales (OEM)	Last reviewed on	16/07/13
		Next review date	16/07/15

ASC/ N 0004: Manage customer relationship and quality service

National Occupational Standards



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to manage relationship with customers, providing quality service and ensuring complete satisfaction.

ASC/ N 0004: Manage customer relationship and quality service

National Occupational Standard	Unit Code	ASC/ N 0004
	Unit Title (Task)	Manage customer relationship and quality service
	Description	This NOS unit is about an individual managing relationship with customers, providing quality service and ensuring complete satisfaction.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> understand complete customer requirements and deliver accordingly to maintain total customer satisfaction with enriching and pleasant customer experience resolve complete customer queries, issues & complaints timely including settlement of warranty claims and other performance related issues as per the various terms & conditions and guidelines
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Manage the total customer satisfaction with enriching & pleasant customer experience	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. analyse and comprehend all customer requirements and needs</p> <p>PC2. document complete customer requisites and assess them</p> <p>PC3. deliver and assist in delivering as per the noted requirements</p> <p>PC4. understand complete customer queries and complaints</p> <p>PC5. document all customer queries in the prescribed format of the organisation</p> <p>PC6. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues</p> <p>PC7. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</p> <p>PC8. document feedbacks and reviews from the customers & implement within the framework of the organization</p> <p>PC9. maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market</p>
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures within one's own organisation</p> <p>KA2. standard operating procedures for query and complaint reporting along with their redressal mechanism in the organisation</p> <p>KA3. framework and guidelines as prescribed by the organisation for query and complaint redressal</p> <p>KA4. customer relationship management (CRM) related framework provided by the</p>

ASC/ N 0004: Manage customer relationship and quality service

	<p>organisation</p> <p>KA5. terms & conditions agreed between the respective auto component/ aggregate and the various OEMs/ OEM channel partners for supply, procurement of the various auto components/ aggregates</p> <p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines</p> <p>KA7. organisational and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer</p> <p>KB2. detailed technical and performance specifications of the auto component for various OEM vehicles</p> <p>KB3. how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team</p> <p>KB4. documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle</p> <p>KB5. requirements of the customers and suggest delivery accordingly</p> <p>KB6. software or format used to capture for customer relationship management (CRM) within the organisation</p> <p>KB7. software or format such as MS word, excel, PowerPoint and management information system (MIS)</p> <p>KB8. how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc.</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. create documents required on the job (including database on key customers/ accounts and major retailers, response or feedback forms, customer-query sheets, response or feedback sheets etc.)</p> <p>SA2. either write or get it done from subordinates, a detailed failure report analysis in case of a failed component/ aggregate escalating to the auto component manufacturer</p> <p>SA3. write in at least one language</p>
	Reading skills

ASC/ N 0004: Manage customer relationship and quality service

B. Professional Skills	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read feedback from customers on warranty and other performance related aspects</p> <p>SA5. read the specific requirements, queries that the customer may have on various auto components including any specific technical query</p> <p>SA6. read brochures and technical specifications of the vehicle provided by the OEM and channel partner (dealership)</p> <p>SA7. read policies and regulations pertinent to the job</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. interact with the customers for getting their requirements, queries and feedbacks</p> <p>SA9. interact with organisation's internal stakeholders for efficient customer relationship management interact with team members to work efficiently</p>
	Decision making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse information and evaluate results to choose the best solution and solve problems</p> <p>SB2. analyse any potential issue that may affect the performance of the vehicle and convey it in a timely manner</p>
	Plan and Organise
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. plan work assigned on a daily basis</p> <p>SB4. follow up regularly on potential complaints, issues raised by the customer</p>
	Customer centricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. ensure that customer needs are assessed and satisfactory service is provided</p> <p>SB6. ensure that performance of the auto component is up to the mark and any pending issues or complaints are resolved in a timely manner according to the terms & conditions mandated by either the OEM or the auto component manufacturer</p>
	Problem solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyse all the complaints, queries or issues raised by the customers to either the OEM channel partner/ auto component dealer/ retailer in the market</p> <p>SB8. deliver and act as per the organisation provided/guided resolutions</p>

ASC/ N 0004: Manage customer relationship and quality service

	SB9. liaise with all stakeholders to ensure hassle-free resolution of the complaints by the concerned customer in a timely fashion
	Analytical thinking
	The user/individual on the job needs to know and understand how to:
	SB10. evaluate and identify areas of complaints from the customer affecting the performance of his vehicle
	SB11. assess time and cost required for customer resolution based on complaints, problems or queries identified
	SB12. evaluate and identify key customer experience enhancing areas
	Critical thinking
	The user/individual on the job needs to know and understand how to:
	SB13. evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions
	SB14. evaluate the information gathered from the market (including retail segment, key accounts/ customers and OEM along with the OEM channel partners) and use it to ensure higher customer satisfaction

ASC/ N 0004: Manage customer relationship and quality service

NOS Version Control

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ASC/ N 0001: Plan and organise work to meet expected outcomes

National Occupational Standards



Overview

This unit is about planning and organising an individual's work in order to complete it to the required standards, on time and within budget in terms of cost and material.

ASC/ N 0001: Plan and organise work to meet expected outcomes

National Occupational Standard	Unit Code	ASC/ N 0001
	Unit Title (Task)	Plan and organise work to meet expected outcomes
	Description	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards appropriate use of resources (both material / equipment's and manpower)
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Work requirements including various activities within the given time and set quality standards	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. keep immediate work area clean and tidy</p> <p>PC2. treat confidential information as per the organisation's guidelines</p> <p>PC3. work in line with organisation's policies and procedures</p> <p>PC4. work within the limits of job role</p> <p>PC5. obtain guidance from appropriate people, where necessary</p> <p>PC6. ensure work meets the agreed requirements</p>
	Appropriate use of resources	<p>PC7. establish and agree on work requirements with appropriate people</p> <p>PC8. manage time, materials and cost effectively</p> <p>PC9. use resources in a responsible manner</p>
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the organisation's policies, procedures and priorities for area of work, role and responsibilities in carrying out that work</p> <p>KA2. the limits of responsibilities and when to involve others</p> <p>KA3. specific work requirements and who these must be agreed with</p> <p>KA4. the importance of having a tidy work area and how to do this</p> <p>KA5. how to prioritize workload according to urgency and importance and the benefits of this</p> <p>KA6. the organisation's policies and procedures for dealing with confidential information and the importance of complying with these</p> <p>KA7. the purpose of keeping others updated with the progress of work</p> <p>KA8. who to obtain guidance from and the typical circumstances when this may be required</p> <p>KA9. the purpose and value of being flexible and adapting work plans</p>

ASC/ N 0001: Plan and organise work to meet expected outcomes

	to reflect change
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to complete tasks accurately by following standard procedures</p> <p>KB2. technical resources needed for work and how to obtain and use these</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. write in at least one language</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read instructions, guidelines/procedures</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. ask for clarification and advice from appropriate persons</p> <p>SA4. communicate orally with colleagues</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make a decision on a suitable course of action appropriate for accurately completing the task within resources</p>
	Plan and Organise
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. agree objectives and work requirements</p> <p>SB3. plan and organise work to achieve targets and deadlines</p>
	CustomerCentricity
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. deliver consistent and reliable service to customers</p> <p>SB5. check own work and ensure it meets customer requirements</p>
	Problem Solving
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. refer anomalies to the concerned persons</p>
	Analytical Thinking

ASC/ N 0001: Plan and organise work to meet expected outcomes

	The user/individual on the job needs to know and understand how to:
	SB7. analyse problems and identify work -arounds taking help from concerned persons where required
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB8. apply own judgement to identify solutions in different situations



ASC/ N 0001: Plan and organise work to meet expected outcomes

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		Next review date	10/06/15

ASC/ N 0002: Work effectively in a team.

National Occupational Standards



Overview

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

ASC/ N 0002: Work effectively in a team.

Unit Code	ASC/ N 0002
Unit Title (Task)	Work effectively in a team
Description	This NOS unit is about working effectively within a team, either in individual's own work group or in other work groups outside the organisation.
Scope	<p>This unit/task covers the following:</p> <p>Colleagues:</p> <ul style="list-style-type: none"> Interact & communicate effectively with colleagues including member in the own group as well as other groups
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Interact & communicate effectively with colleagues including member in the own group as well as other groups	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)</p> <p>PC2. work with colleagues to integrate work</p> <p>PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means</p> <p>PC4. work in ways that show respect for colleagues</p> <p>PC5. carry out commitments made to colleagues</p> <p>PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons</p> <p>PC7. identify problems in working with colleagues and take the initiative to solve these problems</p> <p>PC8. follow the organisation's policies and procedures for working with colleagues</p>
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
A. Organisational Context (Knowledge of the Company/Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this</p> <p>KA2. the importance of effective communication and establishing good working relationships with colleagues</p> <p>KA3. different methods of communication and the circumstances in which it is appropriate to use these</p> <p>KA4. the importance of creating an environment of trust and mutual respect</p> <p>KA5. the implications of own work on the work and schedule of others</p>
B. Technical Knowledge	The user/individual on the job needs to know and understand:

ASC/ N 0002: Work effectively in a team.

	<p>KB1. different types of information that colleagues might need and the importance of providing this information when it is required</p> <p>KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. complete written work with attention to detail
	Reading Skills
	The user/individual on the job needs to know and understand how to:
B. Professional Skills	SA2. read instructions, guidelines/procedures
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. listen effectively and orally communicate information
	SA4. ask for clarification and advice from the concerned person
	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. make decisions on a suitable course of action or responsekeeping in view resource utilization while meeting commitments
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	CustomerCentricity
	The user/individual on the job needs to know and understand how to:
	SB3. check that the work meets customer requirements
	SB4. deliver consistent and reliable service to customers
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB5. apply problem solving approaches in different situations
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations

ASC/ N 0002: Work effectively in a team.

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ASC/ N 0003: Maintain a healthy, safe and secure working environment

National Occupational Standards



Overview

This unit is about monitoring work place practices and making sure they meet requirements for health, safety, security and environmental concerns.

ASC/ N 0003: Maintain a healthy, safe and secure working environment

National Occupational Standard	Unit Code	ASC/ N 0003
	Unit Title (Task)	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	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> 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
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Resources needed to maintain a safe, secure working environment	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. comply with organisation's current health, safety and security policies and procedures</p> <p>PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person</p> <p>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.</p> <p>PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p> <p>PC5. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected</p> <p>PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity</p> <p>PC7. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC8. complete all health and safety records are updates and procedures well defined</p>
	Knowledge and Understanding (K) w.r.t. the scope	
	Element	Knowledge and Understanding
	A. Organisational Context (Knowledge of the Company/Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. legislative requirements and organisation's procedures for health, safety and security and individual's role and responsibilities in relation to this</p> <p>KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace</p>

ASC/ N 0003: Maintain a healthy, safe and secure working environment

	<p>KA3. how and when to report hazards</p> <p>KA4. the limits of responsibility for dealing with hazards</p> <p>KA5. the organisation's emergency procedures for different emergency situations and the importance of following these</p> <p>KA6. the importance of maintaining high standards of health, safety and security</p> <p>KA7. implications that any non-compliance with health, safety and security may have on individuals and the organisation</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of breaches in health, safety and security and how and when to report these</p> <p>KB2. evacuation procedures for workers and visitors</p> <p>KB3. how to summon medical assistance and the emergency services, where necessary</p> <p>KB4. how to use the health, safety and accident reporting procedures and the importance of these</p>
Skills (S) w.r.t. the scope	
Element	Skills
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. listen to and orally communicate information with all concerned
	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. make decisions on a suitable course of action or response
	Plan and Organise
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	CustomerCentricity
	The user/individual on the job needs to know and understand how to:
	SB3. build and maintain positive and effective relationships with

ASC/ N 0003: Maintain a healthy, safe and secure working environment

	colleagues and customers
	Problem Solving
	The user/individual on the job needs to know and understand how to:
	SB4. apply problem solving approaches in different situations
	Analytical Thinking
	The user/individual on the job needs to know and understand how to:
	SB5. analyse data and activities
	Critical Thinking
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations

ASC/ N 0003: Maintain a healthy, safe and secure working environment

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