

Syllabus for Automotive Showroom Executive

Course Name	Automotive Showroom Executive
Sector	Automotive
Course Code	AUT/2023/AUSE/263
Occupation	Front office handling and Sales Support.
Job Description	Manage customer relationships, responsible for handling the front office work and provide customer service by generating sales leads through telemarketing and follow-up calls, coordinating responses to customer inquiries and supporting after-sales service.
Anticipated Volume of Training	420Hrs (Theory - 90 Hrs + Practical - 210 Hrs, Employability Skill – 60 Hrs, OJT: 60 Hrs.)
NSQF LEVEL	4
Trainees' Entry Qualification	11th Grade pass OR Completed 1st year of 3-year diploma after 10 th OR 10th grade pass and pursuing continuous schooling OR Previous relevant Qualification of NSQF Level 3 with 1.5-year relevant experience
Trainers Qualification	Degree in Automobile / Mechanical Engg. (with specialization in Automobile) from a recognized college/University with one year experience in the automobile industry and should possess valid LMV driving license. OR Diploma in Automobile / Mechanical (specialization in automobile) from recognized board of Technical Education with two years experience in the automobile industry and should possess a valid LMV driving license. OR B.SC Major in Automobile Maintenance from a recognized university with 2 years' experience in Automobile Servicing. OR 10th Passed + NTC/NAC in the Trade of "Mechanic Motor Vehicle" with 3 years' post qualification experience in the relevant field and should possess a valid LMV driving license.

Structure of Course:

Module No.	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
1	State the fundamentals of the automotive industry, vehicle features and specifications.	20	40	60
2	Demonstrate customer needs, negotiate sales agreements and utilize telemarketing for lead generation.	20	40	60
3	Organize customer inquiries, employing problem-solving skills to increase customer	20	40	60

Module No.	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
	engagement and satisfaction.			
4	Show positive customer relationships and interpret inquiries with problem-solving skills.	20	40	60
5	Exhibit excellence in customer service, effective communication, and professional conduct within the showroom environment	10	50	60
6	OJT	--	60	60
7	Employability skill	60	--	60
TOTAL:		150	270	420

SYLLABUS

Module No. 1: Automotive Industry Fundamentals.

Outcome: State the fundamentals of the automotive industry, vehicle features and specifications.

1.1 Theory Content:

1.1.1 Vehicle Types and Segments:

- Differentiate between vehicle types (sedans, SUVs, trucks, electric cars) based on size, usage, and target customer.

1.1.2 Vehicle Features:

- Specify automobile details (cylinders, power, torque, brakes, transmission, fuel).
- Identify safety, technology, and performance features in vehicles.

1.1.3 Benefits and Value Proposition:

- Articulate benefits related to fuel economy, reliability, resale value and environmental impact.

1.1.4 Pricing Strategies:

- Understand pricing parameters: MSRP, invoice price, discounts and incentives.

1.2 Practical Content:

1.2.1 Vehicle Familiarization:

- Visit local dealerships or use virtual showrooms to identify and explain features of various vehicle models.

1.2.2 Pricing Exercises:

- Engage in case studies or simulations to calculate final vehicle prices considering discounts, taxes and financing options.

1.2.3 Comparative Analysis:

- Compare two or more vehicles within the same category, highlighting features and benefits.

1.2.4 Role-play Sales Scenarios:

- Practice explaining vehicle features and benefits, using pricing knowledge to negotiate deals.

Module No. 2: Customer Needs Assessment, Sales Negotiation and Telemarketing

Skills.

Outcome: Demonstrate customer needs, negotiate sales agreements and utilize telemarketing for lead generation.

2.1 Theory Content:

2.1.1 Customer Needs Assessment:

- Utilize techniques to understand customer requirements, preferences and priorities.

2.1.2 Budget Analysis:

- Evaluate customer budgets, discussing down payments, financing options and total cost of ownership.

2.1.3 Vehicle Recommendations:

- Match customer needs and budgets to recommend suitable vehicle options.

2.1.4 Negotiation Strategies:

- Learn negotiation techniques, including price haggling, trade-ins and financing terms.

2.1.5 Telemarketing Methods and Lead Generation:

- Explore cold calling, warm calling and social selling for targeted lead generation.

2.2 Practical Content:

2.2.1 Budget Assessment Exercises:

- Practice of analysis customer budgets and recommendation of vehicles accordingly.

2.2.2 Negotiation Simulations:

- Practice negotiation skills through simulations based on different customer needs.

2.2.3 Telemarketing Campaigns:

- Create and execute telemarketing scripts, utilizing CRM software to analyze campaign results.

Module No. 3: Customer Relationship Building and Inquiry Management.

Outcome: Show positive customer relationships and interpret inquiries with problem-solving skills.

3.1 Theory Content:

3.1.1 Customer Engagement and Communication Skills:

- Importance of maintaining a friendly and professional demeanor, effective communication and active listening.

3.1.2 Follow-Up Practices and Conflict Resolution:

- Post-sale follow-ups, expressing gratitude, addressing issues and conflict resolution.

3.1.3 Customer Inquiry Organization:

- Methods to organize and prioritize customer inquiries.

3.2 Practical Content:

3.2.1 Role-play Scenarios:

- Simulate various customer interactions from initial greeting to post-sale follow-up.

3.2.2 Customer Feedback Analysis:

- Analyze real customer feedback to identify areas for improvement in evaluating customer needs.

3.2.3 Inquiry Management Exercises:

- Practice inquiry management and problem-solving skills through exercises and role-playing activities.

Module No. 4: Sales Performance Analysis and Follow-Up Skills.

Outcome: Demonstrate sales performance data, implement follow-up strategies and enhance customer retention.

4.1 Theory Content:

4.1.1 Data Collection and Performance Criterion:

- Collect relevant sales data, identify key performance criteria and evaluate individual/team performance.

4.1.2 Follow-Up Importance and Strategies:

- Significance of follow-up, develop personalized plans and implement loyalty programs.

4.2 Practical Content:

4.2.1 Data Analysis Projects:

- Practice analyzing real or simulated sales data to formulate strategies for improvement.

4.2.2 Sales Performance Dashboards:

- Create sales performance dashboards for visual representation and tracking of key metrics.

4.2.3 Follow-Up Practice:

- Engage in exercises related to follow-up messages, surveys and loyalty initiatives.

Module No. 5: Customer Service and Communication.

Outcome: Exhibit excellence in customer service, effective communication, and professional conduct within the showroom environment

5.1 Theory Content:

5.1.1 Understanding the importance of professionalism in the automotive sales industry.

5.1.2 Overview of organizational policies and procedures.

5.1.3 Verbal and non-verbal communication methods.

5.1.4 Judging and responding to customers' body language.

- 5.1.5 Best practices for grooming and personal presentation in the automotive industry.
- 5.1.6 Importance of proper personal etiquette in the workplace.
- 5.1.7 Importance of teamwork in achieving organizational goals. Efficient resource management and utilization.

5.2 Practical content:

- 5.2.1 Role-playing scenarios: demonstrating professionalism in customer interactions.
- 5.2.2 Workshop on time management: planning and organizing daily tasks efficiently.
- 5.2.3 Communication skill workshops: practicing effective communication with colleagues, supervisors, and customers.
- 5.2.4 Video analysis and feedback sessions for continuous improvement.
- 5.2.5 Grooming workshop: tips and practices for a professional appearance.
- 5.2.6 Role-playing scenarios: applying proper personal etiquettes in customer interactions.
- 5.2.7 Group projects: collaborative efforts to achieve specific goals.
- 5.2.8 Time management exercises: optimizing work schedules for enhanced productivity.

Module No. 6 : OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours.**)

Module No. 7: Employability Skills (60 Hrs)

Key Learning Outcomes

Introduction to Employability Skills

Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship

Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5

Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration:5

Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7

Hours

26. Explain the types of entrepreneurship and enterprises

27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service
Hours

Duration: 5

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs
Hours

Duration: 8

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	State the fundamentals of the automotive industry, vehicle features and specifications.	<p>Students will be able to -</p> <ul style="list-style-type: none"> • State the different types of vehicles, their features, and specifications, including engine type, power, torque, brakes, transmission, fuel type, safety features, technology features, and performance-related features. • State Indian automobile industry, including market trends, segment-wise analysis, and major automakers. • Identify and classify different types of vehicles and accessories. • Compare and contrast different variants of a particular vehicle model, highlighting the key differences in terms of features and specifications.
2	Demonstrate customer needs, negotiate sales agreements and utilize telemarketing for lead generation.	<p>Students will be able to -</p> <ul style="list-style-type: none"> • Explain different telemarketing methods and data analysis for targeted lead generation. • Prepare and demonstrate telemarketing campaigns, track leads, and analyze results. • Compare telemarketing campaign results and make necessary adjustments to improve

Module No.	Outcome	Assessment Criteria
		performance.
3	Show positive customer relationships and interpret inquiries with problem-solving skills.	<p>Students will be able to -</p> <ul style="list-style-type: none"> • Organize and prioritize customer inquiries. • Explain the response protocols for customer inquiries. • Demonstrate problem-solving techniques, such as root cause analysis and decision trees, to address customer issues.
4	Show positive customer relationships and interpret inquiries with problem-solving skills.	<p>Students will be able to -</p> <ul style="list-style-type: none"> • Show follow-up skills, utilizing various communication channels to maintain contact with customers. • Explain personalized follow-up plans for different customer profiles, considering customer needs, preferences, and purchase history. • Illustrate customer loyalty programs and incentives to retain customers and repeat business.
5	Exhibit excellence in customer service, effective communication, and professional conduct within the showroom environment	<p>Students will be able to –</p> <ul style="list-style-type: none"> • Follows established guidelines for customer interactions, sales processes, and workplace conduct. • Demonstrates effective time management skills in daily work activities, ensuring optimal productivity. • Interacts with customers in a professional and engaging manner. • Shows awareness of customer needs and preferences through attentive and responsive interactions. • Maintains personal hygiene and attire that aligns with organizational standards and customer expectations. • Demonstrates respect and courtesy towards colleagues, supervisors, and customers. • Demonstrates skills in conflict resolution when faced with internal or customer-related issues. •
6	OJT	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any

Module No.	Outcome	Assessment Criteria
		supervisor / contractor for 60 Hours.)
7	Employability skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees

Module	Tools, Equipment & Training Materials	Quantity
Module 1: Automotive Industry Fundamentals	Whiteboard - flipcharts - Markers - Paper – OEM brochures - Projector	1 set
Module 2: Customer Needs Assessment, Sales Negotiation and Telemarketing Skills.	CRM software - Telephones - Headsets -Script templates	1 per trainee
Module 3: Customer Relationship Building and Inquiry Management.	Several format of Feedback forms	1 per trainee
Module 4: Sales Performance Analysis and Follow-Up Skills	Email marketing software - Email templates - Follow-up plan templates	1 per trainee
Module 5: Customer Service and Communication	<ol style="list-style-type: none"> 1. Printed and digital catalogue providing detailed information about the available vehicles, features, and specifications. 2. Mobile phones and/or headsets 3. Test drive vehicles 4. Customer Waiting Area Amenities 5. Professional uniforms and name badges 6. Brochure Stands and Display Units 	1 set
Module 6: OJT		1 set

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
State the fundamentals of the automotive industry, vehicle features and specifications.	AUT/0411/OC1	30	120	0
Demonstrate customer needs, negotiate sales agreements and utilize telemarketing for lead generation.	AUT/0411/OC2	30	120	0
Organize customer inquiries, employing problem-solving skills to increase customer engagement and satisfaction.	AUT/0411/OC3	40	120	0
Show positive customer relationships and interpret inquiries with problem-solving skills.	AUT/0411/OC4	30	120	0
Exhibit excellence in customer service, effective communication, and professional conduct within the showroom environment	AUT/0411/OC5	20	170	0
OJT	AUT/0411/OC6	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0