

NSQF QUALIFICATION FILE GUIDANCE

Version 6: Draft of 08 March 2016

NSDA Reference

To be added by NSDA

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Automotive Skills Development Council

Address: Sat Paul Mittal Building,1/6, Siri Institutional Area

Khelgaon Road, New Delhi-110049

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Name and contact details of individual dealing with the submission

Name: Mr. Sunil Chaturvedi

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List of documents submitted in support of the Qualifications File

1. Career Map of Dealership Telecaller Sales Executive- Annexure 1
2. QP ASC/Q 1011- Annexure 2

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SUMMARY

Qualification Title	Dealership Telecaller Sales Executive
Qualification Code	ASC/Q 1011
Nature and purpose of the qualification	This is a Qualification Pack (QP) containing National Occupational Standards for the job role – Dealership Telecaller Sales Executive The main purpose of the qualification and the target learners is to get unemployed people into work and to upgrade the skills of people already in work.
Body/bodies which will award the qualification	Automotive Skills Development Council
Body which will accredit providers to offer courses leading to the qualification	Automotive Skills Development Council
Body/bodies which will carry out assessment of learners	
Occupation(s) to which the qualification gives access	Dealership Telecaller Sales Executive
Licensing requirements	N/A
Level of the qualification in the NSQF	4
Anticipated volume of training/learning required to complete the qualification	500 hours
Entry requirements and/or recommendations	Minimum Educational Qualifications - 12th Std Pass NA
Progression from the qualification	This entry should refer to one or more of the following: <ul style="list-style-type: none"> - access to other qualifications at the same NSQF level –NA - access to related qualification(s) at the next NSQF level – Customer Relation Executive , Sales Consultant and Customer Relationship Manager
Planned arrangements for the Recognition of Prior learning (RPL)	Work is under progress
International comparability where known	Not Yet Established
Date of planned review of the qualification.	20/10/2018
Formal structure of the qualification	

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Title of component and identification code.	Mandatory/O ptional	Estimated size (learning hours)	Level
ASC/N1107 Generate sales leads through telemarketing activities	Mandatory	135	4
ASC/N1108 Coordinate with sales team for passing on the prospective leads	Mandatory	140	4
ASC/N1113 Support the overall sales process	Mandatory	105	4
ASC/N0001 Plan and organize work to meet expected outcomes	Mandatory	40	4
ASC/N0002 Work effectively in a team	Mandatory	40	4
ASC/N0003 Maintain a healthy, safe and secure working environment	Mandatory	40	4

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum Document or a Qualification Pack.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. QP ASC/Q 1011- Annexure 2

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SECTION 1

ASSESSMENT

Body/Bodies which will carry out assessment:

If there will be more than one assessment body for this qualification, give details.

ASDC will conduct assessment through ASDC-accredited assessment agency and ASDC-approved assessors.

- 1 Manipal – City & Guilds Pvt Ltd
- 2 Honda Motor India Pvt. Ltd.
- 3 TATA Motors
- 4 KAMT
- 5 Mettl-Assessment Science Expert
- 6 India Skills Pvt. Ltd.
- 7 Green Arrows Safety Management (P) Ltd.
- 8 The Indian Institute of Welding
- 9 Multi Skills Assessors Guild
- 10 Prima Competencies Pvt. Ltd.

- 11 TRENDSETTERS SKILL ASSESSORS PRIVATE LIMITED
- 12 VR Skill & HR Solutions
- 13 Ace Assessments Pvt. Ltd.
- 14 Cognix Knowledge Services (P) Ltd
- 15 Confederation of Indian Industry
- 16 Skills Mantra Edutech Consulting India Pvt. Ltd.

How will RPL assessment be managed and who will carry it out?

Give details of how RPL assessment for the qualification will be carried out and quality assured.

The RPL assessment will be carried out through pre assessment, identifying the skills gaps, provide bridge training to cover the competency gap and then conduct final assessment of the candidates.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, reliable and fair and show that these are in line with the requirements of the NSQF.

Assessment documents:

Quality Assurance - Assessment & Certification

ASDC Certificate is Auto industry's own certificate and the certificate is expected to carry an assurance of quality. Therefore, the certified candidate should be able to demonstrate all round skills as expected by industry standard ie ASDC NOS/QP.

In order to achieve this objective ASDC needed to have an approach that is process driven whereby the outcomes meet the quality objectives and also display consistency.

Certification is the outcome of Assessment Process. The Process in turn is derived from an overall strategy.

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ASDC Assessment Strategy

ASDC Assessment Strategy has two components:

- 1 Broad Guidelines provided by NSDC QRC (*Qualifications Registration Committee*)
- 2 ASDC's own *sector specific* overarching strategy, covering all job roles.
 - Any specific assessment approach relating to a particular job role.

1 Broad Guidelines provided by NSDC QRC (*Qualifications Registration Committee*):

- a. Assessment to be conducted by SSC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP
- b. Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
- c. Practical and face to face Viva evaluations, where applicable, to be carried out only by the SSC approved assessor deployed by the Assessing Body deputed by SSC for the given assessment.
- d. Cut off marks for certification could be in the vicinity of 70% level but individual SSC to refine & modify this criteria to suit the sectorial needs.
- e. Assessing Body to declare results with due concurrence of the SSC.

2 ASDC's own sector specific strategy covering all job roles :

- 2.1 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:
 - i. Theory/Knowledge test
 - ii. Practical demonstration test
 - iii. Face to Face Viva
- 2.2 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.
 - Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broad band and/or hardware.
 - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
- 2.3 ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
- 2.4 ASDC assessor would be carrying out Practical assessment for job roles such as in sales by

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way of role playing method.

2.5 ASDC cut offs for accepting a candidate for certification:

Automotive industry has already attained a level of globalization and is on the way to becoming even more integrated into the global supply chains with a big focus by OEMs on sourcing from India. This translates to expectation of high quality skills. In fact, the global integration process would start putting demands on skill quality standards to be in line with transnational standards.

2.6 Also there is an ever increasing quality demands placed by domestic customers.

2.7 Further, the structuring of our industry is such that the different organizations spread across the OEM,

Tier1,

2 manufacturing spectrum are expected to follow common quality standards. Similarly, OEMs and their Dealerships and Service Workshops also require to follow common quality standards. This implies that employees need to follow technical discipline, team work and quality processes.

2.8 ASDC aims to build a quality brand for its certification that clearly meets our industry's expectations.

2.9 The other important consideration is the Level notification by NSQF (National Skills Qualifications Framework) which provides a structure of skills ladder to be followed in the country. This ladder describes the entire skills space to be covered in 10 levels from Level 1 (for mostly menial jobs) and upto Level 10(for mostly strategy level jobs)

2.10 Keeping above points in mind ASDC evolved an acceptance criteria as follows:

- Broadly, overall cut offs to be :

Level 1	60%
Level 2	65%
Level 3	70%
Level 4-10	75%

- Specific Theory/Practical/Viva cut offs to be as per detailed matrix for each QP.

2.11 In line with international practice there is a provision for moderation of marks to account for borderline cases. This process also covers differential moderation possibility across Theory/ Practical/ Viva.

2.12 Moderation could also be necessitated owing to variation between assessors and strictness in marking. This moderation to be carried out by concerned Assessing Body in consultation with ASDC.

2.13 In addition to recording markings of the candidate evaluation, the Assessor will also be recording general observations for every batch as per ASDC format. This record will be useful in carrying out (2.11-2.12) above.

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- Any specific assessment approach relating to a particular job role:
 - o ASDC could consider *only* online test for some job roles such as in Design Engineering /Quality
- ASDC assessment process would also provision a suitable re-evaluation mechanism which would offer a fair chance to the TP/candidates for Obtaining an accurate outcome.
- ASDC assessment process would also provision re assessment of a batch in case the TP has enough reason to opt for this on payment of the due assessment fee.

Assessment Process

- ASDC Training Partner will intimate ASDC for readiness of a batch for assessment preferably 15 days before the intended assessment.
- Within 3 working days ASDC will finalize an Assessing Partner for carrying out the assessment
- Assessing Partner will deploy one or more ASDC approved assessor For carrying out the assessment.
- Theory/Knowledge test of the approximate duration of 30-60 minutes will be conducted online for which the online link will be generated by the ASDC Technology Partner and shared with Assessment Partner.
- Online test will be conducted in the presence of ASDC assessor.(*ASDC is encouraging development of technology enabled proctoring and when this is ready, the online test could be conducted without requiring human proctoring*)
- Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broad band and/or hardware device. Moreover, this could be allowed only after ascertain genuinity of request.
- ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
- ASDC Assessment Partner will ensure that the assessor to be deployed has complete understanding of the ASDC Assessment Process and the QP/NOS relevant to the assessment.
- Assessor would be reaching the venue well in time and review and on the ground verify the batch information already provided by TP.
- Assessor will then proceed to conduct the assessment as per ASDC Format starting with the attendance.
- Assessor would be capturing Viva and Practical marks on a device that has ASDC assessment link. Technology systems deployed in ASDC assessment process have provision for instantly capturing assessor evaluations in only the standard NOS/QP aligned format.
- In addition to recording markings of the evaluation, the Assessor will also be recording general

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observations for every batch as per ASDC format as appended below. This record will be useful in carrying out result review process.

Result Processing

- ASDC Assessment Partner responsible for Technology Platform will convert the assessment data captured by Assessor on the device into result matrix and share the same with ASDC
- ASDC Assessment cell will view the results for compliance to process and / or need for moderation in consultation with the Assessing Partner to arrive at final result for the batch as per ASDC acceptance Criteria.
- Assessing Partner will publish finalized results on data base for viewing of the Training Partner
- ASDC would issue a certificate after due verifications of candidate authenticity by way of a unique identification number such as Aadhaar.
- Certificates will be shared preferably in digital form with Training Partners
- Training Partners would be authorized to distribute certificate to candidates after printing them on a standard sheet as per ASDC template.

Re-evaluation of batch result

- Results once published will be treated as final. However, as per ASDC Assessment Strategy, there is need for provisioning a re-evaluation of results if desired by a TP essentially to cover a case where the TPs internal assessments are at large variance with the results.
- Re-evaluation will be done batch wise.
- ASDC Assessment cell will carry out re-evaluation in two steps:
 - o Check for totalling error, if any
 - o Use statistical tools where required to establish a pattern and extent of borderline cases.
 - o Refer to the Assessor feed back form for the given batch
 - o Use a weightage reference table to establish priority of type of assessment eg Theory or Practical or Viva
 - o Where required, share the findings with Assessment Partner for review and concurrence.
 - o Establish a modified range of acceptance based on above
 - o In case of need for moderation based on assessor level variation, to consult the Assessing Partner/Assessor and facilitate moderated values.
 - o Re do the results based on above process
 - o Share the revised results with TP

Quality Assurance & Audit

While the Assessment Process based on a well-defined strategy as above, does have an in built

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quality assurance, ASDC also has a plan that augments assurance.

This entails a Quality Audit process as defined below :

There will be a 2 tier Audit of the assessment process:

Tier 1 Audit

- 1 ASDC Assessor will be required to submit a report for each assessment carried out. This report will be as per ASDC format as described in the Assessment Process. The format of the report aims to capture details of the Training Delivery process, soft & hard infrastructure, Training of Trainer, industry connect and overall approach to training delivery vis a vis expectations of ASDC QP/NOS.
- 2 Each Assessment Partner is required to carry out and submit Tier 1 audit reports as per a plan and frequency agreed with ASDC.
- 3 ASDC will continuously review the Tier 1 audit reports for any alarming observation or trend.
- 4 ASDC will develop and execute a suitable action plan to redress the situation as deemed necessary for a given case.

Tier 2 Audit

- 1 ASDC to carry out a Tier 2 level Audit as per a plan being developed.
 - a. Tier 2 audit will be carried out by a third party contracted by ASDC for the purpose.
 - b. Tier 2 audit will provide adequate coverage for variables such as Assessing Partner, Assessor, TP and geographical variations.
- 2 ASDC Assessment cell to review audit findings at least once every month or on sos basis.
- 3 Based on review findings as in 2 above, ASDC to decide on a suitable corrective action plan and execute the same.
- 4 ASDC to record directional needs for refinement of Assessment process specially for incorporation of Technology that could enhance reliability and speed of assessments.

Please attach any documents giving further information about assessment and/or RPL.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

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ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same

Job Role: Dealership Telecaller Sales Executive

Qualification Pack: ASC/Q 1011

Sector Skill Council: Automotive Skills Development Council

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/ training centre (as per assessment criteria below.)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on this criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of aggregate 70% in the Qualification Pack.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

information – i.e Learning Outcomes to be assessed, assessment criteria and the means of assessment.

CRITERIA FOR ASSESSMENT OF TRAINEES

Title of Component:

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Practical Skills
ASC/N1107 Generate sales leads through telemarketing activities	PC1.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	100			7
	PC2.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads				7
	PC3.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models				10

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	PC4.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location				6
	PC5.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs				7
	PC6.assist in pre-sales and post-sales support to customers				7
	PC7.record all feedbacks and complaints from customers in the system in a prescribed OEM format				7
	PC8.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				7
	PC9.arrange for vehicle pick up and drops to and from work shops				5
	PC10.understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal				7
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N1108 Coordinate with sales team for passing on the prospective leads	PC1.pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly	100			6
	PC2.record all sales follow-ups with all the prospective customers in the system				6
	PC3.follow-up for services with the customers and update records or system for the services department				6
	PC4.arrange and coordinate with home service executives for pick-drop facility				6
	PC5.coordinate and liaison with dealer services function for passing on the prospective leads for smoother services				6

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	PC6.analyse and comprehend all customer requirements and needs				6
	PC7.follow-up with customers for their feedbacks and reviews				5
	PC8.record all feedbacks and complaints from customers in the system				5
	PC9.deliver and assist in delivering as per the noted requirements				6
	PC10.ensure least turnaround time for any customer query handling/redressal				6
	PC11.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework				6
	PC12.maintain long term association with the customers				6
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N1113 Support the overall sales process	PC1.support in identification and development of potential customers via email, telephone or in person	100			3
	PC2.gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements				4
	PC3.create, maintain, and provide accurate and timely sales figures in the region including the ones for the competitor				4
	PC4.implement sales plans and strategies for developing sales territory as per the requirement of the OEM in the respective region				4
	PC5.create detailed proposal documents for prospective customers as desired before the actual sales process is initiated				4
	PC6.make cold calls to arrange meetings with potential customers to prospect for new business				4

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	PC7.convey the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or conveys by superiors in the sales function of both OEM and dealership				8
	PC8.in case of any negotiation is required, highlight it to the superiors to ensure early closure				4
	PC9.record sales and order information and send detailed information to the back-end sales office				4
	PC10.make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function				4
	PC11. assist in management of key customer relationship and coordinate with key accounts sales team to ensure that all pending responses are attended to and are resolved in a timely and satisfactory manner				4
	PC12.respond positively to and resolve customer objections/queries against the OEM products				4
	PC13.take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing				5
	PC14.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers				4
	PC15.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future				5
	PC16.represent the OEM product at trade exhibitions, events and demonstrations				5
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N0001 Plan and organise work to meet expected outcomes	PC1.keep immediate work area clean and tidy	100			7
	PC2.treat confidential information as per the organisation's guidelines				8
	PC3.work in line with organisation's policies and procedures				8

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	PC4.work within the limits of job role				8
	PC5.obtain guidance from appropriate people, where necessary				8
	PC6.ensure work meets the agreed requirements				7
	PC7.establish and agree on work requirements with appropriate people				9
	PC8.manage time, materials and cost effectively				8
	PC9. use resources efficiently with minimal wastage				7
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N0002 Work effectively in a team	PC1.maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100			9
	PC2.work with colleagues to integrate work				8
	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means				9
	PC4.work in ways that show respect for colleagues				8
	PC5.carry out commitments made to colleagues				9
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons				9
	PC7.identify problems in working with colleagues and take the initiative to solve these problems				9
	PC8.follow the organisation's policies and procedures for working with colleagues				9
	All KA, KB for the NOS			30	
		Total	100	30	70
ASC/N0003 Maintain a healthy, safe and secure working	PC1.comply with organisation's current health, safety and security policies and procedures	100			9
	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person				9

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environment	PC3. coordinate with other resources at the workplace to achieve healthy, safe and secure environment for all incorporating government norms esp. for emergency situations like fires, earthquakes etc.				9
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity within the limits of individual's authority				9
	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				9
	PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity				8
	PC7. identify and recommend opportunities for improving health, safety, and security to the designated person				8
	PC8. complete health and safety records , ensure procedures are well defined				9
	All KA, KB for the NOS			30	
		Total	100	30	70

Means of assessment 1

Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.

The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below.)

Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria.

Means of assessment 2

Pass/Fail

To pass the Qualification Pack, every trainee should score an aggregate of 70% in the qualification pack.

In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

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SECTION 2

EVIDENCE OF LEVEL

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OPTION A

Title/Name of qualification/component:		Level:	
NSQF Domain	Outcomes of the Qualification/Component	How the job role relates to the NSQF level descriptors	NSQF Level
Process			
Professional knowledge			
Professional skill			
Core skill			
Responsibility			

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OPTION B

Title/Name of qualification/component: Dealership Telecaller Sales Executive		Level: 4	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	The individual works in familiar, predictable and routine situations of clear choice to generate sales prospects or leads through telemarketing including making cold calls and make follow-up calls for both sales & service sub-functions	The individual is telemarketing their various methods and has to choice the most suitable one for being effective .he passes the same to sale team. The person works on routine and familiar solutions to perform his job role. It is therefore level 4.	4
Professional knowledge	The individual must have factual knowledge of: field of study the training modules and scripts provided by the OEM for the telemarketing; technical aspects related with all varieties of vehicles at the dealership; customer and personal service principles and processes; local market procedures & customer preferences	The individual has to do telemarketing for which he should know technical specification of various models. Also know sales and service requirement of the products. The role requires knowledge and aptitude to work in familiar and routine situations. It is therefore level 4 NSQF equipment	4
Professional skill	The individual must recall and demonstrate practical skill in analysing all the feedback provided by the customers and act accordingly; plan and organise activities achieving business targets on a periodical basis; ensure that customer's requirements are assessed and	The person has to plan and organise to achieve the business targets. Also the individual has to listen to customers issue and providing a solution. The job roles are repetitive and operator uses appropriate tools to generate sales leads. hence it is level 4 job	4

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Title/Name of qualification/component: Dealership Telecaller Sales Executive			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
	<p>satisfactory service is provided;</p> <p>ensure that queries outside the scope of work are addresses and passed on to the relevant person</p>		
Core skill	<p>The individual must be know and understand the create written documentation with required clarity required on the job;</p> <p>Capture the profile of the customer writing during the telemarketing initiatives;</p> <p>Read general instructions or guidelines from OEM, mandatory for telemarketing;</p> <p>Orally interact with sales, service and administrative function of the dealership</p>	<p>The individual has to communicate with customers to generate leads for sales. Also the person has to create documents for customer details further follow up. The Individual needs to read instruction to do his work. Also understand social & political conditions in the area of work. It is therefore level 4 NSQF.</p>	4
Responsibility	<p>The individual must know and understand that he/she is responsible for his/her own work of making cold calls to the customer and supporting sales to generate sales leads, telemarketing activities & follow-up calls to support both sales and service activities</p>	<p>The individual is fully responsible for his work while generating the sales leads and passing to the team to complete the process. It is therefore level 4 NSQF.</p>	4

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SECTION 3

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

This job role was identified during industry engagement for development of Occupational Map.

The total number of industry validations for this QP are:

Large =38

Medium=12

Small=66

(Details of the Industry validation are attached in Common Files)

What is the estimated uptake of this qualification and what is the basis of this estimate?

Skill GAP analysis carried out by a reputed research agency provided a broad estimate of demand. The report can be referred in the Common Files. ASDC is taking initiative to develop a labour market information database that would peg the demand more accurately- job role wise as well as based on geographical spread. Key enabler segments for the core segments of the Automotive Industry include Auto Insurance, Financiers, Mechanics, and Auto Dealers etc.

Based on the current growth profile in the Indian auto Industry, it is expected that an additional 2~2.5 million employment opportunities per annum will be created in the Indian auto industry over the next decade. The details below provide the manpower requirement at various levels:

- Skill Level 1 – 4 , people, Demand for such manpower is expected to be around 15 – 18 lakh per annum.
- Skill Level 5 -6 people working as supervisors on the shop floor. Demand for such manpower if expected to be around 4 lakh per annum.
- Skill Level 5- 7 people includes primarily engineers (B.E., M. Tech., MS), working in managerial grade, and demand for such manpower is expected to be around 1 lakh per annum.
- Skill Level 6-10 people are executives, including engineers and doctorates, and demand for such manpower is expected to be around 0.5 lakh per annum.

What steps were taken to ensure that the qualification(s) does (do) not duplicate already existing or planned qualifications in the NSQF?

The qualification discussed above is checked for any duplication across sectors and given the qualification niche to ASDC sector, there is no duplication or already existing similar qualifications

What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?

The comments, feedback and suggestions were collected through interaction with industry. The same will be compiled and justifiable changes will be incorporated in the next/updated version of the QP. This QP is set to be revised post 24th November 2018.

Please attach any documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

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SECTION 4

EVIDENCE OF PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations.
2. Exploring various lateral career opportunities for the discussed qualification
3. Ensuring that there is a clear role up in terms of performance criteria qualification experience and skill requirement from lower NSQF Level to higher levels in the hierarchy.

Please refer to attached career path as per annexure 1 which clearly defines the career path.

Please attach any documents giving further information about any of the topics above.

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Dealership Telecaller Sales Executive - Annexure 1
2. QP ASDC/Q 1011- Annexure 2

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Annexure 1: Career Map

	Customer Handling	INSTITUTIONAL/FLEET/CORPORATE SALES	FIELD SALES	USED/PREOWNED VEHICLE	TRAINING
LEVEL 10					
LEVEL 9					
LEVEL 8			Sales Manager (ASC/Q 1009)		
LEVEL 7	Customer Relationship Manager (ASC/ Q 1104)			Sales Lead (Pre-owned Vehicles) (ASC/Q 1008)	
LEVEL 6		Sales consultant (Institutional Sales) (ASC/Q 1002)	Home Installer/Home delivery Manager (ASC/Q 1006)	Sales Consultant (Pre-owned Vehicles) (ASC/Q 1003)	Sales/Service Trainer (Dealer) (ASC/Q 1109)
LEVEL 5					
LEVEL 4	Dealership Telecaller Sales Executive ASC/Q1011				

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Annexure 2: QP ASDC/Q1011