



# **Model Curriculum**

### Telecaller

SECTOR: AUTOMOTIVE SUB-SECTOR: AUTOMOTIVEVEHICLE SALES (DEALER) OCCUPATION: SALES SUPPORT REF ID: ASC/ Q 1105 NSQF LEVEL: 4











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## **Telecaller**

#### **CURRICULUM / SYLLABUS**

This program is aimed at training candidates for the job of a "Telecaller", in the "Automotive" Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	Telecaller		
Qualification Pack Code	ASC/Q1105		
Version No.	1.0	Version Update Date	
Pre-requisites to Training	12th Standard passe	d	
Training Outcomes	1.0       Date         12th Standard passed       12th Standard passed         After completing this programme, participants will be able to:       - Generate Sales through telemarketing Activities: Conduction		<ul> <li>g Activities: Conduct objection handling, eam, etc.</li> <li>ng on the prospective egregate the queries,</li> <li>k, attending meetings, consultant at showroom</li> <li>ies: Filling up enquiry of vehicles, service of finance, insurance or</li> <li>Understand processes, neral safety measures,</li> </ul>





This course encompasses <u>5</u> out of <u>5</u> National Occupational Standards (NOS) of "<u>Telecaller</u>" Qualification Pack issued by "<u>Automotive Skills Development Council</u>".

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	Introduction Theory Duration (hh:mm) 10:00	<ul> <li>Understand General Discipline in the class room (Do's &amp; Don'ts)</li> <li>Introduction to automobile industry</li> <li>Purpose and types of automobiles</li> <li>History and invention of automobiles</li> <li>Indian automobile industry</li> </ul>	Laptop, white board, marker, projector
2.	Generate Sales through telemarketing activities Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 35:00 Corresponding NOS Code ASC/N 1107	<ul> <li>Communicate effectively with customers over telephone</li> <li>Fix an appointment with the customer over telephone</li> <li>Build trust worth relationship with the customers</li> <li>Negotiate and close deals over telephone</li> <li>Generate sales leads through telemarketing</li> <li>Explain the dealership Process</li> <li>Collect feedback and handle complaints</li> </ul>	Laptop, white board, marker, projector, rope, first aid kit
3.	Coordinate with sales team for passing on the prospective leads Theory Duration (hh:mm) 30:00 Practical Duration (hh:mm) 35:00 Corresponding NOS Code ASC/N 1108	<ul> <li>Coordinate with different team members effectively.</li> <li>Maintain records of the customers with the type of services offered</li> <li>Collect feedback and follow up with customers</li> <li>Ensure optimum customer satisfaction</li> </ul>	Laptop, white board, marker, projector
4	Plan and Organize work to meet expected outcomes Theory Duration (hh:mm) 10:00 Practical Duration	<ul> <li>Examine the importance of organizational policies and procedures</li> <li>Use your time effectively at work</li> <li>Apply best practices to keep your workplace clean</li> </ul>	Laptop, white board, marker, projector, first aid







Sr. No.	Module	Key Learning Outcomes	Equipment Required
5	<ul> <li>(hh:mm)</li> <li>20:00</li> <li>Corresponding NOS</li> <li>Code</li> <li>ASC/N 0001</li> <li>Work Effectively in a</li> <li>Team</li> <li>Theory Duration</li> <li>(hh:mm)</li> <li>10:00</li> <li>Practical Duration</li> </ul>	<ul> <li>Use all forms of verbal and non-verbal communication to communicate clearly and effectively with your colleagues, supervisors, customers and other stakeholders</li> <li>Discuss the importance of communication skills</li> <li>Examine your customers' body language</li> </ul>	Laptop, white board, marker, projector
	(hh:mm) 15:00 Corresponding NOS Code ASC/N 0002	<ul> <li>Examine your customers' body language and accordingly use an appropriate approach to deal with them</li> <li>Apply the best practices for grooming to look presentable and make good impression on your customers</li> <li>Use proper personal etiquettes at workplace</li> <li>Identify the different types of customers and choose the appropriate approach to deal with them</li> </ul>	
6	Maintain a healthy, safe and secure working Environment Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 15:00	<ul> <li>Explain the importance of safe &amp; secure workplace</li> <li>Assess your responsibilities for workplace safety</li> <li>Use best practices to remove potential hazards from</li> <li>your workplace and prevent accidents</li> <li>Apply appropriate strategies to deal with emergencies at workplace</li> </ul>	Laptop, white board, marker, projector
	Corresponding NOS Code ASC/N 0003 Total Duration	Unique Equipment Required:	
	Theory Duration 100:00 Practical Duration	Laptop, white board, marker, projector, first aid kit	
	120:00		

Grand Total Course Duration: 220Hours, 0 Minutes

(This syllabus/ curriculum has been approved by <u>Automotive Skills Development Council</u>)





### Trainer Prerequisites for Job role: "Telecaller" mapped to Qualification Pack: "ASC/Q1105, Version 1.0"

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the Curriculum detailed above, in accordance with the Qualification Pack "ASC/Q1105".
2	Personal Attributes	<ul> <li>Aptitude for conducting training, and pre/ post work to Ensure competent, employable candidates at the end of the training.</li> <li>Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others ; well-organised and focused.</li> <li>Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable.</li> <li>Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools.</li> <li>Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot.</li> <li>Should be handson with servicing of vehicles to provide experiential training.</li> </ul>
3	Minimum Educational Qualifications	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	Domain Certification	Certified for Job Role: "Sales" mapped to QP: ASC/Q 1105. Minimum qualifying score-80%, as per ASDC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/ Q0102". Minimum accepted score as per MEPSC guidelines is 80%.
5	Experience	<ul> <li>Minimum 6 years of experience in Automobile Sales for graduates</li> <li>Minimum 4 years of experience in Automobile Sales for MBA</li> <li>Must have relevant experience in any automobile dealership</li> </ul>





#### **Annexure: Assessment Criteria**

Assessment Criteria	
Job Role	Telecaller
Qualification Pack	ASC/Q1105, v1.0
Sector Skill Council	Automotive

NOS Title/ NOS Elements	NOS & Performance Criterion Description		/larks
ASC/N1107	Concrete cales loads through talemarketing	allo Viva	ocation Practical
ASC/NII0/	Generate sales leads through telemarketing activities	viva	Practical
Support sales & service sub-	To be competent, the user/individual on the job		
functions through making	must be able to:		
calls			
	PC1. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned		
	<ul> <li>PC2. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads</li> <li>PC3. mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the</li> </ul>	10	25
	competitor models PC4. invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location PC5. ask potential customers for information on	5	10
	reasons for considering purchase and comprehend all customer requirements and needs	20	25
	PC6. assist in pre-sales and post-sales support to customers		
	<ul> <li>PC7. record all feedbacks and complaints from customers in the system in a prescribed</li> <li>OEM format</li> <li>PC8. assist in management of key customer</li> </ul>	5	10
	relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner	10	-
	PC9. arrange for vehicle pick up and drops to and from work shops		
	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		







	subtotal	50	70
ASC/N 1108	Coordinate with sales team for passing on the	Viva	Practical
Assist in follow-ups and resolve customer queries and problems	<ul> <li>prospective leads</li> <li>To be competent, the user/individual on the job must be able to:</li> <li>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</li> <li>PC2. record all sales follow-ups with all the prospective customers in the system</li> <li>PC3. follow-up for services with the customers and update records or system for the services department</li> <li>PC4. arrange and coordinate with home service executives for pick-drop facility</li> <li>PC5. coordinate and liaison with dealer services function for passing on the prospective leads for smoother services</li> <li>PC6. analyse and comprehend all customer requirements and needs</li> <li>PC7. follow-up with customers for their feedbacks and reviews</li> <li>PC8. record all feedbacks and complaints from customers in the system</li> <li>PC9. deliver and assist in delivering as per the noted requirements</li> <li>PC10. ensure least turnaround time for any customer query handling/redressal</li> <li>PC11. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</li> <li>PC12. maintain long term association with the customer.</li> </ul>	20	40
	subtotal	40	70
ASC/N 0001	Plan and organise work to meet expected outcomes	Viva	Practical
Work requirements including various activities within the given time and set quality standards	<ul> <li>To be competent, the user/individual on the job must be able to:</li> <li>PC1. keep immediate work area clean and tidy</li> <li>PC2. treat confidential information as per the organisation's guidelines</li> <li>PC3. work in line with organisation's policies and procedures</li> <li>PC4. work within the limits of job role</li> <li>PC5. obtain guidance from appropriate people, where necessary</li> <li>PC6. ensure work meets the agreed requirements</li> </ul>	30	50







Appropriate use of resources       PC7. establish and agree on work requirements with appropriate people       20         PC8. manage time, materials and cost       20	30
with appropriate people20PC8.manage time, materials and cost	30
PC8. manage time, materials and cost	50
effectively	
PC9. use resources in a responsible manner	
subtotal 50	80
	Practical
Interact & communicate To be competent, the user/individual on the job	
effectively with colleagues must be able to:	
including member in the	
own group as well as other PC1. maintain clear communication with	
groups colleagues (by all means including face-to-	
face, telephonic as well as written)	
PC2. work with colleagues to integrate work	
	30
PC3. pass on information to colleagues in line	
with organisational requirements both	
through verbal as well as non-verbal	
means	
PC4. work in ways that show respect for	
colleagues	
PC5. carry out commitments made to 15	40
colleagues	
PC6. let colleagues know in good time if cannot	
carry out commitments, explaining the	
reasons	
PC7. identify problems in working with	
colleagues and take the initiative to solve	
these problems	
PC8. follow the organisation's policies and	
procedures for working with colleagues	
subtotal 30	70
	Practical
environment	
<b>Resources needed to</b> To be competent, the user/individual on the job	
maintain a safe, secure must be able to:	
working environment	
PC1. comply with organisation's current health,	
safety and security policies and	
procedures 10	20
PC2. report any identified breaches in health,	
safety, and security policies and	
procedures to the designated person	
PC3. Coordinate with other resources at the	
workplace to achieve the healthy, safe and	
secure environment for all incorporating	
all government norms esp. for emergency	
situations like fires, earthquakes etc.	
PC4. identify and correct any hazards like	





	Total	200	350
	subtotal	30	60
	updates and procedures well defined		
PC8.	the designated person		
PC7.	natural calamity identify and recommend opportunities for improving health, safety, and security to		
PC6.	follow organisation's emergency procedures for accidents, fires or any other		
	authority to the relevant person in line with organisational procedures and warn other people who may be affected		
PC5.			
	illness, accidents, fires or any other natural calamity safely and within the limits of	20	40