

**EXCITING WORLD OF
AUTOMOBILES**



STUDENT WORKBOOK

Curriculum : AUTO-SRV L2-NQ²⁰¹²

Unit : AUTO-SRV L2U4

Customer sales care

**Vocational Learning Material for Schools
PSS Central Institute of Vocational Education
Bhopal**

PREFACE

Improving the parity of esteem between the general academic education and vocational education, is the policy priority of the Government of India. The National Vocational Education Qualification Framework (NVEQF) developed by the Ministry of Human Resource Development (MHRD), Government of India, is a descriptive framework that provides a common reference for linking various qualifications. It will be used for setting common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. The NVEQF will act as a translation device to make qualifications more understandable to employers, students and institutions. It will promote transparency of qualifications and facilitate learner's mobility between different qualifications, thus encouraging lifelong learning. PSSCIVE has taken lead in development of learning material for the Automobile Sector for all level in collaboration with the Automobile Skill Development Corporation (ASDC).

The present material contains activity related to Level L-2 for the Automobile service sector. This will fulfill the needs of the students willing to learn activities relating to the Automobile Service Sector. Any student/ entrepreneur willing to start an Automobile Service Sector can acquire the desired competencies with the help of this book.

The book has been written by experts but reviewed by all the members of the group. I am grateful to the authors for the development of this book and to the members of the Working Group for their candid suggestions, during the development and review. Their names are given elsewhere.

I appreciate efforts put in the by Dr. Saurabh Prakash, as the Project Coordinator of the Working Group in planning and organizing Meetings which led to the final form of this title.

I shall be grateful to receive suggestions and observations from readers, which would help in bringing out a revised and improved version of this book.

Bhopal
June, 2012

Prof. R.B. Shivagunde
Joint Director
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This student workbook was developed, with active involvement of the Automobile Skill Development Council (ASDC) keeping in view the National Occupation Standard (NOS) for Service Technician L4 developed by ASDC.

This project for development of the student workbook was coordinated by the PSS Central Institute of Vocational Education, a constituent unit of National Council of Educational Research and Training, which is under Ministry of Human Resource Development, Government of India.

Student Details

Student Name: _____

Student Roll Number: _____

Batch Start Date: _____

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About this Workbook

This workbook is to assist students with completing the Auto Sector **L2U4-NQ2012** unit of competency: Customer sales care. Students should study the workbook in class or in their own time.

This workbook contains sessions for imparting knowledge & skills on various aspects of the unit of competency. The workbook also includes information, exercises, and assessment activities to complete. The assessment plan has been included in the workbook to assist you in scheduling your time for completing the assignments. Each assessment activity is followed by a checklist for meeting the assessment criteria. The criteria will help you to ensure that you have fulfilled all of the assessment requirements to receive a 'competency' grading/Certification by ASDC.

Unit Information

Unit name: Customer sales care

Unit code: Auto L2U4-NQ2012

Unit descriptor:

This unit provides introductory knowledge & skills covering customer sales care while marketing and selling a vehicle or car. Students will be given a broad view of these important issues.

Resource Required:

- Notebooks, Pen, Pencil, Eraser, Computer, Open Source Software for making digital presentation, LCD projector. Sketches, pictures, Animation and videos of sales of automobile and its components. Posters for building awareness about these topics.
- **Nominal hours:** 10 hours

Elements and Performance Criteria

- Elements define the critical learning outcomes of a unit of competency.
- Performance criteria specify the level of performance required to demonstrate the achievement of the Competency Element.

Element of knowledge	Performance Criteria
<ul style="list-style-type: none">• Customer service	<ul style="list-style-type: none">• Able to understand the meaning of customer service• Able to understand the important aspects of customer service
<ul style="list-style-type: none">• Duties of an automobile sales person	<ul style="list-style-type: none">• Able to list duties of an automobile sales person• Able to perform the duties of an automobile sales person

Relevant Knowledge and Skills

1. Relevant Knowledge

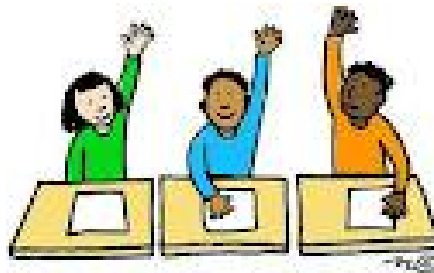
- Customer service
- Duties of an automobile sales person

2. Skills

Able to describe duties of an automobile sales person

Assessment Plan

Session No.	Assessment method	Due Date	Completion Date
1.	Fill in the Blanks		
2.	Fill in the Blanks		
3.	Fill in the Blanks		



Introduction

As you know that vehicles are sold through automobile sales outlets. These outlets are dealers of car/vehicle manufacturer. All vehicle manufacturers sell their product through these dealers. In our country, all automobile companies have a network of vehicle dealers.

Similarly for vehicle maintenance and servicing, service centre have been established by these vehicle dealers. These dealers hire deploy number of employees for sales and marketing of the vehicles. As the customer is the most important for the automobile sector, whenever a customer visits a dealership or service centre of a vehicle manufacturer, it is expected that he/she will be well attended by the company representatives. The role of the sales or marketing representatives is very important. The industry requires a large number of trained manpower for marketing and selling their products.

In this Unit, you will develop an understanding of the role and duties of sales persons employed in the company and its dealerships

Session 1: Customer service

Relevant Knowledge

When a customer visits a vehicle dealership/service centre, a company representative should attend the customer and provide all the information. It can then be said that customer service is in place.

We can say that customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation before, during and after a purchase.

Customer support is a range of services provided to assist the customers in purchase or maintenance of their vehicles. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a vehicle.

Important aspects of a customer service

One of the most important aspects of customer service is that of what is often referred to as the Feel Good Factor. Basically the goal is to not only help the customers have a good experience, but to offer them an experience that exceeds their expectations. Several key points are listed as follows:

1. **Know your product** – Know what products/service you are offering. In other words, be an information expert. It is okay to say 'I don't know', but it should always be followed up by "but let me find out" or possibly "but my friend knows!" Whatever the situation may be, make sure that you don't leave your customer with an unanswered question.
2. **Body Language/Communication** – Most of the communication that we relay to others is done through our body language. If we have a negative body language when we interact with others it can show our lack of care. Two of the most important aspects of positive body language are smiling and eye contact. Make sure to look your customers in the eye. It shows that we are listening to them. And then of course, smiling makes the conversion more positive.

3. Anticipate Guest Needs – Nothing surprises your customer more than an employee going the extra mile to help them. Always look for ways to serve your customer in more ways than they expect. In doing so it helps them to know that you care and it will leave them with the "Feel Good Factor" that we are searching for.

Automobile Sales Person

The automobile sales person is a very important person in the sale and marketing of a vehicle. It is expected that a set of duties will be performed by this person.

- Sells/leases and delivers a minimum number of vehicle per month (target given by shop owner).
- Approaches, greets and offers assistance or direction to any customer who enters the dealership.
- Assists customers in selecting a vehicle by asking questions and listening carefully to their responses.
- Explains fully the product performance, application and benefits.
- Describes all optional equipment available for customer purchase.
- Offers test drives to all prospects.
- Follows dealership procedure to obtain proper identification from customer prior to test drive.
- Utilizes dealership sales control and follow-up system.
- Exhibits high level of commitment to customer satisfaction.
- Knows and understands the central, state and local laws which govern retail automobile sales.
- Establishes personal income goals that are consistent with dealership standards of productivity and devises a strategy to meets those goals.
- Attends product and sales training courses as requested by sales manager.
- Keeps abreast of new products, features, accessories, etc., and their benefits to customers.
- Knows and understands equity and values, and is able to explain depreciation to the customer.

- Ensures that the sales manager has an opportunity to meet each customer.
- Turns 100 percent of closed deals to finance and insurance manager, along with properly completed paperwork (insurance information, trade title, etc.).
- Writes complete sales orders and processes paperwork in accordance with established dealership policies.
- Prepares sold vehicles for customer delivery prior to customer arrival.
- Delivers vehicles to customers, ensuring that the customer understands the vehicle's operating features, warranty, and paperwork.
- Introduces customers to service department personnel to emphasize to them the quality and efficiency of service repairs and maintenance available in the dealership's service department.
- Schedules first service appointment.
- Follows up on all post delivery items, tag/title work, "we-owes", and special requests to be sure that all customer expectations are met.
- Maintains an owner follow-up system that encourages repeat and referral business and contributes to customer satisfaction.
- Maintains a prospect development system.
- Reviews and analyzes actions at the end of each day, week, month, and year to determine how to better utilize time and plans more effectively.
- Attends sales meetings.
- Maintains a well groomed and professional appearance

These points should be understood and followed by the sales personnels. They will be helpful in performing their duties. A story of successful sales man is given here, student should try to understand the moral of the story.

“In one of the leading consumer electronic sale shop at Delhi, a customer entered in the shop and started shouting that the shop had supplied a defective piece of radio . This radio was not working. Heering his loud voice, Senior Sales Manager Mr. John came to him and asked what the problem was? The customer started shouting again saying that the shop have given him wrong piece, which was not working. He was asking for a replacement, as it was the policy of the shop to return a piece within 30 days if customer is not satisfied. Mr. John told the customer that he agrees with him, but would like to check the radio first, to which the customer agreed. He checked the radio and found that battery of the radio was fitted in the reverse direction. He fitted battery properly and the radio started working properly.

John offered the customer one set of extra battery. Customer was very happy and he purchased two additional set of battery for himself. Customer thanked the manager for giving him due attention. After 20 day the same customer came to the shop with his nephew and introduced to Mr. John and told that he was in safe hand. His nephew purchased electronic items worth Rs.5 Lakh for his home. Good relationship with customers ensured a good sale for the outlet.

Session 1: Customer Care

Exercise: Assignment

1. List the duties performed by automobile sales person

S.No.	Duties of a sales person

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2. Prepare a poster showing salesperson in vehicle dealership selling a car

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Session 3: Customer Service

Answer the following questions

(Use additional sheets of paper if necessary)

Fill in the blanks

1. One of the most important aspects of a customer service is that of what is often referred to as the _____.
2. Know what _____ you are offering back to front.
3. Vehicle are sold at _____ by _____.
4. Sales person should greet customer with a smiling _____.

Session 3: Customer Service

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for pollution control.

Part A

- Share the importance of Customer Service.

Part B

- Discussed in class the following:
 - Why customer service is necessary in automobile dealerships/service centre?
 - What are important aspects of a customer service?
 - Important duties of sales person in automobile dealerships/service centre?

Performance standards/criteria covered by this assessment

Performance standards	Yes	No
Able to explain important aspects of customer service		
Able to discuss Important duties of sales person in an automobile dealerships/service centre.		

Suggested Reading

Books

Title	Author	Publisher
Automobile Engineering Vol I	Kirpal Singh	Standard Publishers
Automobile Engineering, Vol II	Kirpal Singh	Standard Publishers
Text Book of Automobile Engineering	Rajput R K,	Laxmi Publications
Automobile Engineering	R. K. Singal	S. K. Kataria and Sons
Automobile Engineering Theory	Kapil Dev	Computech Publications
Automobile Engineering,	K. M. Moeed	S. K. Kataria and Sons

Websites

auto.indiamart.com/auto-technology

www.automobileindia.com/consumer-guide/automobile-technology

auto.indiamart.com/auto-technology

books.google.com/books/about/Automobile_Engineering.html

www.bikeadvice.org

www.wikipedia.com

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