



## Showroom Hostess /

## Host

## CURRICULUM/SYLLABUS

This program is aimed at training candidates for the job of a “Showroom Hostess / Host, front office executive, showroom co-ordinator and showroom receptionist and greeter”, in the “AUTOMOTIVE” Sector/Industry and aims at building the following key competencies amongst the learner

1. host the customer in a dealership	5. work requirements including various activities, deliverables or work
2. understand the customer query and respond appropriately to provide any additional information on the product or on any other sales/ service requirements	6. output required in the given time, maintain set quality standards appropriate use of resources (both material / equipment's and manpower)
3. Interact & communicate effectively with colleagues including member in the own group as well as other groups	7. 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

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Showroom Hostess- ASC/Q1103 / Host” Qualification Pack issued by “Automotive Skills Development Council”.

S. No	Topic/Module	Duration (in Hours)	Key Learning Outcomes	Corresponding NOS Code
1	Carry out activities for hosting customers in an automobile showroom	40	<ul style="list-style-type: none"><li>greet, escort, seat the customers and offer refreshments (tea/ coffee)</li><li>enquire and understand customer queries related to vehicle type, model, specifications</li><li>hand out vehicle brochure and specification cards to customers</li><li>coordinate with other colleagues to ensure satisfactory response to customer's queries</li><li>assist the customer in filling the form related to the basic information, contact details to obtain basic demographic information about each customer, using a computer system, a log sheet, or other method established by the dealership</li><li>notify the appropriate sales executive that a customer is waiting, or introduce the</li></ul>	ASC/ N 1103

			<p>customer to sales executive thereby transferring the showroom sales lead to sales executive</p> <ul style="list-style-type: none"> <li>• provide basic information related to accessories/ value added or special services and transfer the lead to accessory/ VAS sales executive for detailed discussions</li> <li>• provide information when requested and promote organisation's services, facilities</li> <li>• escort or remain in continuous contact while the customer stays in the frontal area of the showroom</li> <li>• wish the customer before he leaves the showroom and enquire if his visit was satisfactory</li> <li>• take a feedback from the customer at the time of his leaving on whether his visit was satisfactory and all his queries were adequately addressed or not</li> <li>• coordinate with sales colleagues to ensure that all pending responses</li> <li>• promised to the customer are responded to in a timely and satisfactory manner</li> <li>• Coordinate with support staff in maintaining show room in presentable condition (including the models on display are cleaned, brochures are available etc.)</li> <li>• promote maintaining of harmonious relations in the show room</li> <li>• attend and participate in daily briefings, meetings regarding the overall</li> </ul>	
2	Plan and organise work to meet expected outcomes	10	<ul style="list-style-type: none"> <li>• Keep immediate work area clean and tidy</li> <li>• Treat confidential information as per the organization's guidelines</li> <li>• Work in line with organization's policies and procedures</li> <li>• Work within the limits of job role</li> <li>• Obtain guidance from appropriate people, where necessary</li> <li>• Ensure work meets the agreed requirements</li> <li>• Establish and agree on work requirements with appropriate people</li> <li>• Manage time, materials and cost effectively</li> <li>• Use resources in a responsible manner</li> </ul>	ASC/ N 0001

3	Work effectively in a team	5	<ul style="list-style-type: none"> <li>• maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)</li> <li>• work with colleagues to integrate work</li> <li>• pass on information to colleagues in line with organizational requirements both through verbal as well as non-verbal means</li> <li>• work in ways that show respect for colleagues</li> <li>• carry out commitments made to colleagues</li> <li>• let colleagues know in good time if cannot carry out commitments, explaining the reasons</li> <li>• identify problems in working with colleagues and take the initiative to solve these problems</li> <li>• follow the organisation's policies and procedures for working with colleagues</li> </ul>	ASC/N 0002
4	Maintain a healthy, safe and secure working environment	5	<ul style="list-style-type: none"> <li>• comply with organisation's current health, safety and security policies and procedures</li> <li>• report any identified breaches in health, safety, and security policies and procedures to the designated person</li> <li>• 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.</li> <li>• identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</li> <li>• 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</li> <li>• follow organisation's emergency procedures for accidents, fires or any other natural calamity</li> <li>• identify and recommend opportunities for improving health, safety, and</li> </ul>	ASC/ N 0003



			<ul style="list-style-type: none"><li>security to the designated person</li><li>complete all health and safety records</li><li>are updates and procedures well defined</li></ul>	
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Total Programme Duration: 60 **Hours**

*(This syllabus/ curriculum has been approved by Automotive Skill Development Council (name of relevant Sector Skill Council or NSDC designated authority)).*