

# Sales Representative

**Aliases:** Sales Associate, Sales Executive

**Industry/Sector(s):** Automotive

## JOB DESCRIPTION <sup>1</sup>

The tasks a Sales Representative is expected to perform include:

- Maximizing the sales and account penetration within an assigned market
- Selling the auto components or aggregates in the retail market to OEM dealers
- Selling the auto parts to key customers
- Developing new markets for the auto component products
- Securing new business accounts

## WORK ENVIRONMENT <sup>2, 1</sup>

- It is a field job
- Need not handle a team
- Local travelling is necessary
- Part-time work and contractual jobs may be available
- Work from home option is not available

### Working hours

- Organizations usually work for 5/6 days a week and 8/9 hours everyday. This may vary from organization to organization
- Shift system is not available
- Overtime may be required

### Is the job suitable for a candidate with special needs?

*This may vary from organization to organization*

## HEALTH AND SAFETY REQUIREMENTS/RISKS

- One may develop occupational hazards like constant contact with machine parts, tools, equipment, car components, etc.
- Health risks include physical and mental strain, exposure to extreme temperatures, gases, chemicals, odours, etc.

## EDUCATIONAL QUALIFICATIONS AND TRAINING <sup>1</sup>

- Preferably, Graduate degree/diploma in any discipline
- Certified training for Sales Representative (programme aligned to ASC/ Q1801 released by Automotive Skills Development Council)

## KEY COMPETENCIES <sup>1</sup>

- Skilled in maintaining the complete sales process at the auto component dealership
- Familiar with managing customer relationships and quality service
- Ability to generate sales for the dealership through collated leads
- Skilled in recognizing new and potential markets
- Proficient in generating new sales by providing product and technical information in a timely manner
- Efficient in monitoring competition and recommending changes
- Proficient in gathering current information on pricing, products, new products, delivery schedules, etc.

## DESIRABLE COMPETENCIES <sup>1</sup>

On-the-job training is optional for ASDC Sales Representative Level 5 Certificate holders or Postgraduate degree/diploma holders in Business Administration

## PERSONALITY TRAITS <sup>1</sup>

- Ability to work independently
- Hardworking and persistent
- Result-oriented
- Self-directed learner
- Self-motivated
- Team player
- Good communication skills
- Time management skills
- Problem solving skills
- Customer sensitivity
- Persuasive

## AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES

Colleges across India

## AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

For scholarship and schemes, use further links like:

•<https://scholarships.gov.in/main.do>

## SAMPLE OF TRAINING AND LEARNING COURSES

For scholarship and schemes, use further links like:

•<https://scholarships.gov.in/main.do>

## CAREER PROGRESSION PATH <sup>3</sup>

**Sales Representative** →Sales Supervisor →Sales Manager

*The progression is indicative*

### Transfer option

•India: Yes

•Abroad: No

(\*This field to open the relevant job title when clicked)

## EXPECTED EARNINGS <sup>4</sup>

For candidates with experience - Rs 10,000 to Rs 20,000 per month

*These figures are indicative and subject to change*

## REQUIRED WORK EXPERIENCE <sup>1</sup>

Generally, 1-2 years of relevant sales experience is required in any industry for Graduates/Postgraduates

## CURRENT MARKET TRENDS <sup>3</sup>

## --Growth and Development in the Automotive Sector in India

Indian automotive industry holds a prestigious position in the world. It is one of the largest auto sectors in the world and in the year 2014-15, about 31% of the small cars sold in the world were manufactured in India. Growing middle class and a rise in the number of youth are the primary reasons why the automotive sector enjoys such a privileged position. India is also one of the prime auto exporters in the world and this segment is expected to grow even further in the next 4-5 years.

Foreign Direct Investment (FDI) is another reason for this sector to blossom the way it has. Many multinational and Indian companies have invested heavily, which has given this sector the boost it needed. Honda Motorcycle and Scooter India (HMSI) have jointly opened their fourth and the largest scooter plant in the world in Gujarat. Ford is going to introduce Ford Mustang in India in 2016. Nissan Motor Co. is in the process of tying up with the Government to introduce hybrid, technologically advanced, electric cars in India. General Motors, Chrysler, and many well-known players are going to invest in the automotive sector in India. Mercedes Benz has doubled its India assembly capacity. Bayerische Motoren Werke's (BMW) local unit is going to start sourcing for parts from India-based companies.

The Government has also been working constantly to encourage growth and development in this sector. Government has allowed 100% FDI under the automatic route. A separate Department of Transport is being set-up to deal with sector-specific issues. To increase tractor sales in India, Government is providing credits to farmers. Government is also promoting the use and sale of hybrid, eco-friendly, CNG-operated cars to help curb pollution. National Electric Mobility Mission 2020 is created to encourage introduction and eventual transition to eco-friendly, reliable, affordable, and efficient hybrid and electric cars in the country. Experts are predicting that by 2026 this sector will generate 65 million additional jobs in India.

## PROBABLE EMPLOYERS <sup>4</sup>

- Automotive dealerships
- Auto components dealerships

## JOB OPPORTUNITIES IN INDIA

Cities across India

## PEOPLE'S CORNER

Coming Soon

## KEYWORDS

- Sales Representative
- Car Salesman
- Sales Executive

## OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	3322.0101	Sales Representative
ISCO 2008	3322	Commercial Sales Representatives
NIC 2008	45300	Sale of motor vehicle parts and accessories
QP Reference	ASC/ Q1801	Sales Representative
NSQF	5	Not available

## REFERENCES

1	<a href="http://www.nsdcindia.org/sites/default/files/files/Sales-Representative.pdf">http://www.nsdcindia.org/sites/default/files/files/Sales-Representative.pdf</a>
2	<a href="http://socialjustice.nic.in/policiesacts3.php">http://socialjustice.nic.in/policiesacts3.php</a>
3	National Classification of Occupations Division 5
4	<a href="http://www.naukri.com/job-listings-Job-Opening-for-Sales-Officer-in-a-Automobiles-Industry-B3-BRAIN-BEHIND-BRAND-Kolkata-3-to-8-years-200716006469?src=seo_srp&amp;sid=14690848153291&amp;xp=2&amp;qp=automobile%20sales&amp;srcPage=s">http://www.naukri.com/job-listings-Job-Opening-for-Sales-Officer-in-a-Automobiles-Industry-B3-BRAIN-BEHIND-BRAND-Kolkata-3-to-8-years-200716006469?src=seo_srp&amp;sid=14690848153291&amp;xp=2&amp;qp=automobile%20sales&amp;srcPage=s</a>