

Automotive Sales Lead (Retail)

Aliases: Sales Team Lead Manager, Retail Sales Team Lead

Industry/Sector(s): Automotive

JOB DESCRIPTION ¹

The tasks an Automotive Sales Lead (Retail) is expected to perform include:

- Analysing, planning and budgeting sales operations
- Managing customer relationship and quality service
- Supervising and evaluating performance of subordinates and executives

WORK ENVIRONMENT ^{1, 2}

- It is not a desk job
- Need to handle a team of various executives and subordinates
- Local travelling is a part of this job role
- Part-time work and contractual jobs are not available
- Work from home option is not available

Working hours

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

Is the job suitable for a candidate with special needs?

This may vary from organization to organization

EDUCATIONAL QUALIFICATIONS AND TRAINING ¹

- Preferably, undergraduate degree or diploma in business administration or ASDC Automotive Sales Lead (Retail) Level 7 certificate holder
- Certified training in Automotive Sales Lead (Retail) (programme aligned to ASC/ Q 1007 released by Automotive Skill Development Council)

KEY COMPETENCIES ¹

- Proficient in analysing, planning and budgeting sales operation
- Knowledge of technical specifications of various OEM vehicular products and those manufactured by the competitors
- Competent in supervising and evaluating performance of executives and other subordinates
- Ability to conduct market research and surveys to analyse current trends in the market and develop counter strategies
- Skilled in local promotional activities required for attracting potential customers
- In-depth knowledge of documentation requirements from the customers
- Well-versed with understanding the customer's requirement and maintaining quality service
- On-the-job training for candidates with qualification other than ASDC Automotive Sales Lead Level 7 certificate holder or postgraduate degree/diploma in business administration

DESIRABLE COMPETENCIES ¹

- Problem-solving skills
- Decision-making skills
- Interpersonal skills
- On-the-job training for ASDC Automotive Sales Lead Level 7 certificate holder or postgraduate degree/diploma in business administration

AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES

- Colleges and institutes offering undergraduate degree or diploma in business administration
- Institutes offering ASDC Automotive Sales Lead (Retail) Level 7 certificate across India

AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

For scholarship and schemes, use further links like:

- <https://scholarships.gov.in/>

SAMPLE OF TRAINING AND LEARNING COURSES

<https://targetstudy.com/courses/diploma-in-business-management-dbm.html>

CAREER PROGRESSION PATH ³

Sales Executive → Sales Supervisor → **Automotive Sales Lead (Retail)** → General Manager
The progression is indicative

EXPECTED EARNINGS ⁴

•For candidates with experience – Rs 33,000 to Rs 55,000 per month
These figures are indicative and subject to change

REQUIRED WORK EXPERIENCE ¹

- Generally, 2-3 years of experience for ASDC Sales Manager Level 8 or postgraduate degree/diploma holder in business administration is required
- Generally, up to 7 years of experience for other qualifications is required

PROBABLE EMPLOYERS ⁴

Automobile dealers

KEYWORDS

- Sales Team Lead Manager
- Retail Sales Team Lead

OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	3322.1204	Automotive Sales Lead (Retail)
ISCO 2008	3322	Commercial Sales Representatives
NIC 2008	45300	Sale of motor vehicle parts and accessories
QP Reference	ASC/ Q 1007	Automotive Sales Lead (Retail)
NSQF	Level 7	Not available

REFERENCES

1	http://www.nsdcindia.org/sites/default/files/files/Automotive-Sales-Lead.pdf
2	http://www.ccdisabilities.nic.in/page.php?s=reg&t=def&p=list_jobsNew
3	http://dget.nic.in/upload/uploadfiles/files/publication/Des-Div-3.pdf
4	https://www.naukri.com/job-listings-Automobile-Sales-Manager-Om-Management-Consulting-Bengaluru-Bangalore-8-to-13-years-301016000199?src=seo_srp&sid=14882241261979&xp=29&qp=automobile%20sales&srcPage=s