



TCT MASTER LIST COURSES

2026



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Introduction to Sales Courses

These courses are designed for Sales job roles in an automobile Dealership or workshop responsible for Vehicle Sales or Service Sales.

The list of courses is administered as a program or individual courses on client requirements. Methodology involves use of Blended learning; ROT (Remote online Training) course and face to face hands on training & Role plays with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals.

Our courses for sales job roles are designed using best practices from premium global auto brands such as Volvo, Volkswagen, UD, and Renault. These courses aim to provide personnel with the essential knowledge, skills, and strategies needed to excel in vehicle and service sales. By incorporating industry-leading techniques and methodologies, participants gain a comprehensive understanding of effective sales techniques, customer relationship management, and negotiation skills, ensuring that sales personnel can confidently and persuasively engage with potential buyers.

Additionally, the courses highlight the importance of after-sales services, offering insights into service packages, maintenance, and customer retention strategies. By leveraging the successful practices of renowned global brands, incorporating value-based selling, and utilizing role plays, these training programs aim to create a well-rounded sales force capable of driving revenue and enhancing customer satisfaction in the competitive automotive industry.

Our Unique Selling Points

We emphasize the importance of **value-based selling** by understanding and addressing the unique needs and preferences of each customer. Sales personnel are trained to create solutions that focus on the value and benefits that their products and services offer to the customer, rather than just the price or features. This includes identifying customer pain points, demonstrating how their solutions can solve Client problems, highlighting the long-term benefits and cost savings.

To reinforce these skills, the training incorporates **role plays**. These role-playing scenarios simulate real-life sales interactions, allowing participants to practice and refine their techniques in a controlled environment. Through role plays, sales personnel can develop their ability to handle objections, build rapport with customers, and close deals effectively.

Additionally, the training programs leverage **gamification** to enhance engagement and motivation. By incorporating game-like elements such as point systems, leaderboards, and rewards, participants are encouraged to actively participate and compete in a fun and interactive manner. Gamification helps to create a dynamic learning environment, making the training sessions more enjoyable and effective.

This hands-on approach ensures that they are well-prepared to face various sales situations with confidence and competence.

Automotive Sale job roles

Sales related job roles broadly fall into two categories, namely Vehicle sales & Service sales

Vehicle Sales job roles

Some common vehicle sales job roles in an automobile dealership:

1. Sales Coordinator
2. Salesperson
3. Sales Manager
4. Internet Sales Manager
5. Customer Relations Manager
6. Fleet Sales Manager
7. Pre-Owned Sales Manager
8. Sales Consultant

Depending on Brands or cultures the names may be different, however in general all these roles play a crucial part in the overall success of a dealership's Vehicle sales operations.

Service Sales job roles

Some common vehicle Service sales job roles in an automobile dealership or Workshop:

1. Service Advisor
2. Service Manager
3. Parts Advisor
4. Service Sales Consultant
5. Service Coordinator
6. Aftermarket Sales Representative

Depending on Brands or cultures the names may be different, however in general all these roles play a crucial part in ensuring a seamless and satisfying service experience for customers & overall success of a dealership's/Workshop's Service sales operations.

Active Communication (1 day)

Target Audience

All internal & external customer facing Job roles

Learning Objectives

To improve the ability of participants to interpret and respond to customer needs and to communicate with customers.

- Apply communication skills more effectively with customers in order to gain insight to their needs and build rapport and respect
- Understand the most effective and suitable methods of response for a range of customers situations

Program Outline

- The fundamentals of communication
- Questioning techniques – Open / Closed questions, analytical questions
- Active listening
- Body Language
- The “Funnel” technique as an aid to effective communication

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work, role plays and practical exercises.

Body Language (0.5 day)

Target Audience

All Job roles

Learning Objectives

Understand body language and its importance when dealing with internal & external customers.

- Display self-assurance through body language
- Use body language to create a positive impression.
- Use physical actions and gestures to enhance a professional image.
- Body language practice

Program Outline

- Importance of body language in interpersonal communications.
- How to interpret body language.
- How to secure that verbal and non-verbal communication is saying the same thing.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Negotiation skills (2 day)

Target Audience

All Job roles

Learning Objectives

Examine and practice techniques for preparing for and completing negotiations with internal and external players, Participants will be able to apply techniques in the workplace by:

- Being more aware of the principles of negotiation– What is it? When is it needed?
- Applying the Negotiation model to internal and external situations – Develop strategies throughout the steps of the negotiation process
- Understanding the success factors required – recognising the importance of these key factors.

Program Outline

- What are Mindsets, how do they influence our behaviours
- Building a win/win negotiation mindset – understanding the other mindsets of competitive and cooperative
- Managing compromises effectively– by providing rational for conditional, unconditional, and non-negotiables; understanding deliberate negotiation tactics
- Developing a negotiation proposal – Practice exercises
- Negotiation strategies
- Tactics and techniques
- Structure of a Successful negotiation
- Analysing your offer
- The discussion phase
- Sell your proposal
- The bargaining stage
- Gaining customers commitment

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Rhetoric Effective Communication skills (1 day)

Target Audience

All Job roles

Learning Objectives

Be able to deliver more efficient presentations

- Understand what Rhetoric is.
- Understand why and when to use Rhetoric.
- Be able to use Rhetoric techniques for short presentations.

Program Outline

The course covers the following subjects:

- What Rhetoric is.
- Why use Rhetoric.
- Three main Rhetorical forms.
- The Rhetorical process (workflow for developing and delivering presentations).

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Team Leading (1 day)

Target Audience

All Supervisory Sales roles

Learning Objectives

To increase the Frontline supervisor's competence in the following areas:

- Creating a positive team environment
- Motivating factors
- Performance matters

Program Outline

Participants will be able to apply techniques back in the workplace to:

- Understand and show respect for each team member – by recognising and appreciating individual differences and contributions to the team effort
- Focus the team's efforts on the stated mission and business goals – via effective team and one on one communication practices
- Provide constructive feedback to team members – recognising both good performance and performance requiring improvement
- Identify and address issues limiting team effectiveness – by maintaining quality communication and focus on team outcomes
- Conduct one to one feedback meetings – that balances respect for the individual and achievement of business results.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Understanding your customer's business (1 day)

Target Audience

All Sales job roles

Learning Objectives

To better be able to match our total solution towards the customers total need – to improve the customers business

- Understanding of our customers business
- Understanding of customer's customer
- Better be able to match our total solution – not only the product

Program Outline

Participants will be able to apply techniques learnt during the course in the workplace to have a better understanding of customer's need to be able to make the right solution & pitch :

- Understanding your customer
- The decision process
- Fitting the questions
- Helping the customer to buy
- Customers measure metrics:
 - Financial cycle
 - Customer KPI
- What do customers want
 - Total Solutions
 - Soft products
 - Integrating our business
 - Proactive customer relations – motivating your customer

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Meeting & Presentation skills (1 day)

Target Audience

All Sales job roles

Learning Objectives

Improving the presentation techniques in meetings as well as in other situations where a professional presentation is crucial

- Understanding what makes a good presentation
- Understand how to plan for your presentation
- Understand how to prepare and run a sales meeting

Program Outline

The course covers the following subjects:

- Good and bad presentations
- Planning and structuring your presentation
- Positive presenting for participation
- Flip charts, PowerPoint, whiteboard, and other tools
- Implementing this in a sales meeting
- Structure
- Objective
- Handling the meeting

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Planning your sales (2 day)

Target Audience

All Sales job roles

Learning Objectives

To create a sales platform for the sales representatives, so that they can be more effective in selling our solutions

- Understanding the importance of planning and preparing your sales properly
- Understanding how to make calls and sales meetings
- Understanding the Sales process – and how to make it efficient
- Understanding the importance of professional appearance and communication

Program Outline

The course covers the following subjects:

- Planning and preparing for your sales
- How to make sales calls and meetings
- Our Sales process – step by step and how to carry it out in an efficient way
- Territory management
- Farming & Hunting
- Communication
- Professional appearance
- Follow up process

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Professional selling skills (2 day)

Target Audience

All Sales job roles

Learning Objectives

To strengthen the selling skills focusing on solution selling, so that they can be more effective in selling our solutions

- Understanding the Features and Benefits concept
- Understanding how to present the product and the total solution
- Being able to handle objections
- Good understanding of our soft offer and how we differentiate from competition

Program Outline

The course covers the following subjects:

- Customer expectations
- The buying process
- Why customers leave us
- Customer qualification
- Features and benefits methodology
- Soft offer
- After sales process awareness
- How to present the product and the total solution
- Handling objections
- Closing the deal and gaining commitment

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Introduction to Teamwork & Leadership Courses

These courses are designed for Team Leader job roles in an automobile Dealership or workshop responsible for Vehicle Sales or Service Sales.

In practice as one grows into her/his career path, by default we are expected to be responsible for a team howsoever small or big depending on the organization. We were promoted because

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Our courses for Team Leader job roles are designed using best practices from premium global auto brands such as Volvo, Volkswagen, UD, and Renault for their Emerging Leaders. These courses aim to provide Emerging Leaders with the essential knowledge, skills, and strategies needed to excel in managing people & becoming a role model, leading by example. By incorporating industry-leading techniques and methodologies, participants gain a comprehensive understanding of effective communication, Time management, Respect for individuals, use of Body language in communication, ensuring that Team leaders can confidently and seamlessly transition into their new supervisory roles.

To reinforce these skills, the training incorporates role plays. These role-playing scenarios simulate real-life sales interactions, allowing participants to practice and refine their techniques in a controlled environment. Through role plays, emerging leaders can develop their ability to handle objections, build rapport with Team members, and achieve more with less.

Additionally, the training programs leverage **gamification** to enhance engagement and motivation. By incorporating game-like elements such as point systems, leaderboards, and rewards, participants are encouraged to actively participate and compete in a fun and interactive manner. Gamification helps to create a dynamic learning environment, making the training sessions more enjoyable and effective.

This hands-on approach ensures that they are well-prepared to face various team member interactions with confidence and competence.

Active Communication (1 day)

Target Audience

All internal & external customer facing Job roles

Learning Objectives

To improve the ability of participants to interpret and respond to customer needs and to communicate with customers.

- Apply communication skills more effectively with customers in order to gain insight to their needs and build rapport and respect
- Understand the most effective and suitable methods of response for a range of customers situations

Program Outline

- The fundamentals of communication
- Questioning techniques – Open / Closed questions, analytical questions
- Active listening
- Body Language
- The “Funnel” technique as an aid to effective communication

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work, role plays and practical exercises.

Teamwork & Collaboration (1 day)

Target Audience

All Job roles

Learning Objectives

This program is designed to cover key concepts and skills needed to be part of a successful team, both within own departments and within the organization as a whole.

- Be more aware of what enables teams to be most effective
- Understand what makes a good team meeting and how they can be a more effective team member
- Understand the impact of unresolved internal conflict on customer satisfaction, dealership morale and team effectiveness
- Be better able to overcome difficulties and build stronger relationships with other departments
- Be able to recognise and manage stressful workplace situations more effectively
- Be more proficient in managing their “controllable” time

Program Outline

- Effective Teams and Team meetings
- Working with other departments
- Managing the workplace

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Body Language (0.5 day)

Target Audience

All Job roles

Learning Objectives

Understand body language and its importance when dealing with internal & external customers.

- Display self-assurance through body language
- Use body language to create a positive impression.
- Use physical actions and gestures to enhance a professional image.
- Body language practice

Program Outline

- Importance of body language in interpersonal communications.
- How to interpret body language.
- How to secure that verbal and non-verbal communication is saying the same thing.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Team Leading (1 day)

Target Audience

All Supervisory roles

Learning Objectives

To increase the Frontline supervisor's competence in the following areas:

- Creating a positive team environment
- Motivating factors
- Performance matters

Program Outline

Participants will be able to apply techniques back in the workplace to:

- Understand and show respect for each team member – by recognising and appreciating individual differences and contributions to the team effort
- Focus the team's efforts on the stated mission and business goals – via effective team and one on one communication practices
- Provide constructive feedback to team members – recognising both good performance and performance requiring improvement
- Identify and address issues limiting team effectiveness – by maintaining quality communication and focus on team outcomes
- Conduct one to one feedback meetings – that balances respect for the individual and achievement of business results.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Meeting & Presentation skills (1 day)

Target Audience

All Sales job roles

Learning Objectives

Improving the presentation techniques in meetings as well as in other situations where a professional presentation is crucial

- Understanding what makes a good presentation
- Understand how to plan for your presentation
- Understand how to prepare and run a sales meeting

Program Outline

The course covers the following subjects:

- Good and bad presentations
- Planning and structuring your presentation
- Positive presenting for participation
- Flip charts, PowerPoint, whiteboard, and other tools
- Implementing this in a sales meeting
- Structure
- Objective
- Handling the meeting

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Time Management Effectively (1.5 day)

Target Audience

All Job roles

Learning Objectives

To improve the way in which time and tasks are managed to achieve business goals.

- Better prepare for each day – by understanding their role, responsibilities and KPIs/goals
- Develop strategies to more effectively plan and prioritise activities – by setting SMART goals and applying urgency/importance criteria to task planning and completion.

Program Outline

The course covers the following subjects:

- Identify and reduce/eliminate time waster activities and events
- Recognising the main time-wasting occurrences
- Applying techniques to control use of time better.
- Improve ability to delegate tasks to others
- How to delegate following the willingness/ability criteria.
- Manage information and their workspace
- Applying the principles of 5 S and personal organisation.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Introduction to Fleet Management Courses

The list of modular courses is administered as a program or individual courses on client requirements. Methodology involves use of practical driving on road & off road, Classroom training ; Gamification & Role plays with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals.

Driver Trainer / Driver Role

Commercial drivers are licensed professionals who operate vehicles to transport goods, passengers, and equipment across local, regional, and international routes. They are the **backbone of logistics**, ensuring that supply chains run smoothly and communities remain connected to essential services.

They are responsible not only for the costly vehicles they drive but also for the important cargo they carry, making them indispensable to the entire logistics chain. Yet, despite their critical contribution, their role is sometimes overlooked, even though they carry the responsibility of safety, punctuality, and efficiency every day. More than just drivers, they are the **brand ambassadors of their companies**, representing reliability and professionalism in every interaction with customers and the public. By embodying courtesy, discipline, and trust, commercial drivers uphold the reputation of their organizations while sustaining the flow of commerce that powers economies.

A driver is an important person in the customer organization as he is responsible for:

1. Productivity – Less Breakdowns
2. Efficiency of Operations – Timeliness – Reliability
3. Operational cost reduction – Fuel economy – Service life from components – Tire life

Our Driver Development Courses are crafted using best practices from leading global automotive brands such as Volvo, Volkswagen, UD, and Renault. These courses enable Drivers & Driver trainers with the skills and knowledge needed to excel in their roles. Our comprehensive programs enhance instructional abilities, providing the tools to deliver engaging and effective training sessions.

Our courses cover a wide range of theoretical & topics & Practical exercises:

- Knowledge of vehicle Features
- Driving practice on road
- Preventive Maintenance
- Daily Checks
- Tips & Tricks
- Assessment techniques

Through hands-on practice and interactive workshops, participants gain practical experience and build confidence in their training capabilities. Whether you are new to the field or seeking to advance your career, our Trainer Development Courses offer valuable insights and strategies to help you succeed.

Our Unique Selling Points

Drivers often develop improper driving habits over time, which can negatively impact vehicle performance, safety, and operational costs. Refresher training is essential to identify these habits and replace them with correct driving practices. This continuous learning approach helps maintain high standards of productivity, efficiency, and safety, ensuring drivers remain skilled, responsible, and aligned with organizational goals.

To reinforce these skills, our training programs incorporate assessment of Drivers in actual operations or on dedicated routes. Senior Drivers performance metrics are used as a benchmark for specific operations or trips, and they become role model for other drivers. Such drivers are developed with adult learning skills to become Driver Trainers for their own organisations.

These role-playing scenarios simulate real-life transportation scenarios, allowing participants to practice and refine their techniques in a controlled environment. Through role plays, trainers develop their ability to handle objections, build rapport with trainees, and exert control over the class effectively. This hands-on approach ensures that they are well-prepared to face various learning situations with confidence and competence.

Fuel Economy Driver training (1day)

Target Audience

All Licensed Drivers

Learning Objectives

To increase the Driver' competence in the following areas

- To be a proactive driver
- To understand the factors affecting fuel economy
- To use the vehicle features to optimize Fuel economy

Program Outline

The course explains how driving behavior, road conditions, vehicle maintenance, and load management affect fuel economy, while also teaching techniques such as smooth acceleration, maintaining steady speeds, and anticipating traffic flow to minimize unnecessary fuel use. Drivers are trained to use specific features to achieve better performance and efficient driving practices. including specific driving tips & trick

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises

Note

participants will get most out of the course if they have some experience of working as a Driver

Defensive Driver training (1day)

Target Audience

All Licensed Drivers

Learning Objectives

To increase the Driver' competence in the following areas

- To be a proactive driver
- To understand the risk from dangerous situations
- To understand the risk from poor conduct of other drivers on road
- To use the vehicle features to drive safely

Program Outline

Defensive driving is about practicing driving skills that would allow you to have more time to react to any given situation on the road. A defensive driving program is an advanced form of training for drivers, over and above the mastery of the rules of the road and the basic mechanics of driving, including specific driving tips & tricks

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises

Note

participants will get most out of the course if they have some experience of working as a Driver

Refresher Driver training (1day)

Target Audience

All Licensed Drivers

Learning Objectives

The goal of Refresher Driver training is to identify & sensitize drivers the inappropriate driving behaviors and create a correction path for the Drivers to adopt correct driving practices

- To refresh knowledge& skills regarding safety & fuel economy
- To use the vehicle features
- To perform daily checks before each trip

Program Outline

Refresher driver training involves classroom training to assess their theoretical knowledge & refresh with inputs followed by a practical assessment of Driving behaviors on an actual route, preferably on their work routes . The drivers are given a 1;1 correction advice and including specific driving tips & tricks that they should practice. Individual reports are given to the Fleet managers for follow-up on Gap filling activities

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises

Note

participants will get most out of the course if they have sufficient experience of working as a Driver

Driver Train the Trainer training (3 days)

Target Audience

Seasoned & senior Drivers nominated by Fleet Owners

Learning Objectives

To increase the Driver' competence in the following areas

- How adult people learn
- To act as a role model for other drivers
- To assess other drivers & identify incorrect driving patterns
- To be able to demonstrate correct driving behaviors
- Preparing a training report
- To work actively with Fleet managers for Drier monitoring

Program Outline

Driver TtT involves classroom training to teach the experienced Customer Drivers adult learning methodologies, basic driving theoretical knowledge & refresh with inputs on tips & tricks. followed by a practical assessment of Driving behaviors on an actual route, on the last day each trainer is supervised while he carries out Refresher training to own Drivers, preferably on their work routes . The driver trainers have to give a 1;1 correction advice that they should practice. Explained how to create Individual reports are given to the Fleet managers for follow up.

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises.

Note

participants will get most out of the course if they have long experience of working as a seasoned Drivers and have an attitude to teach other drivers

Driver Awareness Boot Camp (1day)

Target Audience

All Licensed Drivers

Learning Objectives

The goal of Boot camp is to focus on any one identified topic of concern like Safety or Preventive maintenance or Daily Checks & sensitize drivers through assessment, theoretical training and practice in a controlled environment

Program Outline

Boot camp involves an innovative approach by classroom training to assess their theoretical knowledge & refresh with inputs followed by a practical assessment of Driving behaviors in a controlled environment . The drivers are given a Group correction advice and including specific driving tips & tricks that they should practice. Individual reports can be given to the Fleet managers for follow up on Gap filling activities

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises.

Note

participants will get most out of the course if they have some experience of working as a Driver

Hazardous Goods Driver training (1-3 days)

Target Audience

All licensed drivers who are required to transport hazardous goods, including flammable, toxic, corrosive, or explosive materials.

Learning Objectives

To increase the driver's competence in the following areas:

- Understanding and applying safety knowledge in practice
- Becoming a proactive driver with heightened risk awareness
- Recognizing the factors affecting safe and compliant hazardous goods transport
- Using vehicle features and safety equipment to optimize secure handling and minimize risks
- Applying emergency response protocols effectively in case of incidents

Program Outline

The course explains how driving behavior, road conditions, vehicle maintenance, and load management affect the safe transport of hazardous goods. It emphasizes:

Compliance with local hazardous goods transport JPJ/DOSH

Driving techniques to reduce risk

Load management: proper securing of hazardous cargo

Use of fire suppression systems, spill kits, and monitoring devices

Emergency preparedness

Practical tips & tricks

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical driving & cross learning including but not limited to discussions, group work and practical exercises

Note

Participants will benefit most if they already have sufficient driving experience and basic familiarity with vehicle safety practices. Prior exposure to cargo handling or logistics operations is advantageous but not mandatory.

Fleet Manager's training (2-3 days)

Target Audience

Logistics fleet managers; Operations supervisors ;Transport coordinators
;Professionals aspiring to leadership roles in fleet and logistics management

Learning Objectives

To increase the Fleet manager's competence & understanding in the following areas:

- Importance of Service Scheduling, learn effective Preventive maintenance planning and vehicle lifecycle management.
- Importance of maintain records for the Fleet
- The fundamentals of fleet management operations.
- Tips for optimizing fleet utilization and reducing operational costs.
- Enhance skills in route planning, scheduling, and fuel efficiency.
- Apply digital tools and telematics for monitoring and decision-making.
- Strengthen leadership and communication skills for managing drivers and teams.

Program Outline

This intensive training program is designed to equip logistics fleet managers with the knowledge, skills, and tools required to optimize fleet operations, ensure compliance, and drive efficiency in day-to-day management. The course blends theoretical learning with practical exercises to prepare participants for real-world challenges in logistics and fleet management

Methodology

This course contains a blend of knowledge & skills delivered by assessment, practical role play exercises, assessment of Drivers on road & cross learning including but not limited to discussions, group work and practical exercises

Note

Participants will benefit most if they already have sufficient experience on the field and organisational culture of the company. Prior experience of Leading people is advantageous but not mandatory

Introduction to Train the Trainer Courses

The list of courses is administered as a program or individual courses on client requirements. Methodology involves use of Blended learning; ROT (Remote online Training) course and face to face hands on training & Role plays with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals.

Trainer / Subject Matter Expert Role

Every organization, over time, develops roles for domain experts who are best suited to train internal staff. These experts understand the organization's culture and possess extensive knowledge in their field. Leveraging such experts for internal training is highly encouraged. However, they may lack formal training in adult learning methodologies and other related techniques. Our courses are specifically designed to bridge this gap, equipping subject matter experts to effectively impart training to internal employees or individuals aspiring to become trainers in any organization, including automobile dealerships or workshops.

Our Trainer Development Courses are crafted using best practices from leading global automotive brands such as Volvo, Volkswagen, UD, and Renault. These courses empower aspiring trainers with the skills and knowledge needed to excel in their roles. Our comprehensive programs enhance instructional abilities, providing the tools to deliver engaging and effective training sessions.

Our courses cover a wide range of topics, including:

- Adult learning theories
- Instructional design
- Presentation skills
- Tips & Tricks
- Assessment techniques

Through hands-on practice and interactive workshops, participants gain practical experience and build confidence in their training capabilities. Whether you are new to the field or seeking to advance your career, our Trainer Development Courses offer valuable insights and strategies to help you succeed.

Our Unique Selling Points

We emphasize the importance of leadership by understanding and addressing the unique needs and preferences of each situation or classroom setting. We believe that trainers become role models for their students during any training session, making situational leadership, leading by example, maintaining contact with everyone, and effective communication essential attributes. Our trainers learn to apply various methods of learning based on the specific situation.

To reinforce these skills, our training programs incorporate role plays. These role-playing scenarios simulate real-life classroom interactions, allowing participants to practice and refine their techniques in a controlled environment. Through role plays, trainers develop their ability to handle objections, build rapport with trainees, and exert control over the class effectively. This hands-on approach ensures that they are well-prepared to face various classroom situations with confidence and competence.

Communication Styles for Trainers (1day)

Target Audience

Trainers; Facilitators; Subject matter Experts

Learning Objectives

To increase the trainers' competence in the following areas

- How adult people learn
- How the brain works according to learning
- How learning styles influence the learning
- Know more about the brain and the memory
- Understand how, and why, adults learn
- Be aware of the different learning styles and processes
- Know, and be able to use, different communication styles

Program Outline

- Creative ideas to implement
- Confirming skills
- Control over situations in class
- Learning styles
- Learning process
- Perceptual elements
- Brain and memory

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Note

participants will get most out of the course if they have some experience of working as a trainer, or subject matter experts who have attempted to share their expert knowledge

Methodology for Trainers (2days)

Target Audience

Trainers; Facilitators; Subject matter Experts

Learning Objectives

To increase the trainers' competence in the following areas

- Methods for adult learning
- Motivating techniques
- Problem solving in class
- Tools to help the learning process
- Have better understanding of the learning process.
- Have improved their motivating techniques.
- Understand why to use different methods for learning.
- Be able to apply different methods for learning based on situation.
- Know more about how to overcome obstacles in class.

Program Outline

- Learning process
- Motivating techniques
- Methods for learning
- Problems and obstacles
- Tools to help
- Preparations for, and delivery of, a course.

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Note

participants will get most out of the course if they have some experience of working as a trainer, or subject matter experts who have attempted to share their expert knowledge

Leadership for Trainers (1day)

Target Audience

Trainers; Facilitators; Subject matter Experts

Learning Objectives

To increase the trainers' competence in the following areas

- Own personal leadership
- Leading others
- Situational leadership
- Have increased self-confidence and motivation.
- Have lasting improvement of results.
- Have stronger target focus.
- Be able to apply own leadership.
- Be aware of, and able to use, different leadership styles.

Program Outline

- Own personal leadership
- To lead others
- Situational leadership

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Note

participants will get most out of the course if they have some experience of working as a trainer, or subject matter experts who have attempted to share their expert knowledge

Meeting & Presentation skills (1 day)

Target Audience

All Sales job roles

Learning Objectives

Improving the presentation techniques in meetings as well as in other situations where a professional presentation is crucial

- Understanding what makes a good presentation
- Understand how to plan for your presentation
- Understand how to prepare and run a sales meeting

Program Outline

The course covers the following subjects:

- Good and bad presentations
- Planning and structuring your presentation
- Positive presenting for participation
- Flip charts, PowerPoint, whiteboard, and other tools
- Implementing this in a sales meeting
- Structure
- Objective
- Handling the meeting

Methodology

This course contains a blend of knowledge & skills delivered by cross learning including but not limited to discussions, group work and practical exercises.

Introduction to EV Courses

These courses are designed for Technical & Non-Technical staff in an automobile Dealership or workshop responsible for EV service repairs.

The list of courses is administered as a program or individual courses on client requirements. Methodology involves ROT (Remote online Training) course and face to face hands on training with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals, outcomes, and objectives for learning, training, and assessing EV education as recommended by Electric Vehicle Standards Council (EVSC) the leading electric vehicle standardization organization in USA. EVSC's chosen Mission is to provide a safe and equitable path to global electrification with uniform safety standards for EV products and training.

EV related job roles

EV related job roles in a workshop are classified into 4 categories as below

1. ESP: Electrically Sensitised Person
2. EIP: Electrically Instructed Person
3. HVT: High Voltage Technician
4. HVE: High Voltage Expert

EV related Knowledge & Skills

EVSC recommends 7 Core Knowledge areas & 7 core Skill areas required to be competent for EV Design & Diagnose & repairs.

Below table categorizes the core knowledge & skills areas for each of the above EV job roles.

Core Ideas for Knowing an EV (61)	ES P	EI P	HV T	HV E
1.0 Electric Vehicle Fundamentals and Electrical Theory	X	X	X	X
2.0 Perform Electrical Safety and General Services		X	X	X
3.0 Motor System			X	X
4.0 Battery Systems			X	X
5.0 Charging Systems			X	X
6.0 Wiring			X	X
7.0 Communications, Controls, and Commissioning			X	X

Core Skills for Working with Eves (89)	ES P	EI P	HV T	HV E
S1 Asking Questions and Diagnosing Problems			X	X
S2 Developing and Using Models and Diagrams			X	X
S3 Planning and Troubleshooting			X	X

S4 Analysing and Interpreting Vehicle Data			X	X
S5 Using Mathematics and Computational Thinking				X
S6 Constructing Explanations and Designing Solutions				
S7 Verifying Functionality from Evidence				X
S8 Obtaining, Evaluating, and Communicating Information to Customers				X

Role Recommendation

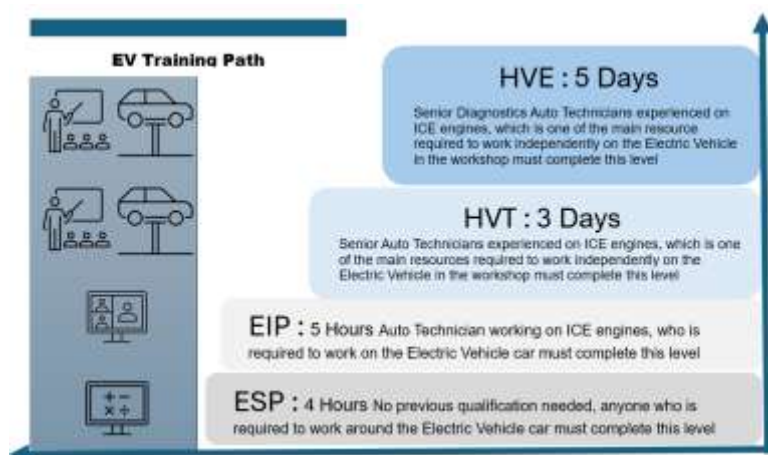
We have mapped Workshop Job roles with EVSC recommended Competence elements including Knowledge & skills. Below table mentions number of competence knowledge & skill elements for each of the above EV job roles.

Competence	ESP	EIP	HVT	HVE
Knowledge	10	17	42	46
Skills	0	0	55	81
Total	10	17	97	127

Individuals with necessary technical qualifications and certifications are only allowed to work on EVs. As per our recommendation each location with one repair bay must have at least one plus one High Voltage Technician and one Electrically instructed person.

The HVT will be capable of Decommissioning & recommissioning of the high voltage system on the vehicle & instruct an EIP after de-energizing the high voltage system, he will be certified to conduct on job training for employees and upgrade them as EIP

The HVE will be capable of all tasks that an HVT can do plus able to work on damaged high-voltage vehicles or batteries, and for diagnostic and repair work inside the high voltage battery, he will be certified to conduct on job training for employees and upgrade them as EIP



Online Course Library

Course Library Link : https://tec-centric.electude.asia/bundlelist_10038424

Our online Learning Platform is designed for automobile technicians with Interactive Modules on Electrical & Electronics topics with a Course Library of 98 EV modules, and 1000 + All vehicle modules delivered using Game- based Learning updated to meet industry needs

tec-centric.electude.asia/bundlist_10038424

Modules

EDC Fuel Quantity Adjustment Service

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Courses

Title	Level	Modules	Duration
Electric Vehicle Essentials - Advanced (2025-2026)	Advanced	88	24:40
Electric Vehicle Essentials - Basics (2025-2026)	Basics	36	08:36
Electric Vehicle Essentials - Specialist (2025-2026)	Specialist	88	38:08
Light Vehicle Essentials - Advanced (2025-2026)	Advanced	1090	338:15
Light Vehicle Essentials - Basics (2025-2026)	Basics	975	246:57
Light Vehicle Essentials - Specialist (2025-2026)	Specialist	1114	366:05

Our platform blends theory with practice using simulations, animations, and real-time diagnostics.

ESP – Electrically Sensitised Person (4 Hrs)

Target Audience

No previous qualification required, anyone who is required to work around the Electric Vehicle car must complete this level

Learning Objectives

To increase the awareness on safety concerns while working with EV vehicles based on High Voltage & protocols to be followed in the following areas

- Awareness of High Voltage systems in the vehicle
- Conduct in the event of accidents
- High-voltage safety

Program Outline

- EV Fundamentals & basic Principles of electrics
- Specific high-voltage components in vehicles
- Conduct in the event of accidents
- High-voltage safety
- Danger due to electric current
- Basics of first aid (optional)
- Charging of high voltage battery

Methodology

This course is administered as a ROT (Remote online Training) course with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals, outcomes, and objectives for learning, training, and assessing EV education as recommended by EVSC.

Note:

This course requires no prerequisite competence and should be given to all Dealer/ Workshop job roles from Cleaners to supervisors who will be involved with working on or around the EV vehicles

EIP – Electrically Instructed Person (5 Hrs)

Target Audience

Auto Technician working on ICE engines, who is required to work on the Electric Vehicle car must complete this level

Prerequisite competence

- Knowledge of Basic Auto Electric
- Working on auto electrical system
- Referring to auto electric wiring diagram and understand basic electric symbols
- Referring to auto workshop repair manual
- Knowledge of safety system used in automotive

Learning Objectives

To increase the awareness on safety concerns while working with EV vehicles based on High Voltage & protocols to be followed in the following areas

- Awareness of High Voltage systems in the vehicle
- Conduct in the event of accidents
- High-voltage safety
- Charging of high voltage battery

Program Outline

- EV Fundamentals & basic Principles of electrics
- Specific high-voltage components in vehicles
- Conduct in the event of accidents
- High-voltage safety
- Danger due to electric current
- Basics of first aid (optional)
- Charging of high voltage battery

Methodology

This course is administered as a ROT (Remote online Training) course with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals, outcomes, and objectives for learning, training, and assessing EV education as recommended by EVSC.

HVT – High Voltage Technician (3 Days)

Target Audience

Senior Auto Technicians experienced on ICE engines, who is one of the main resource required to work independently on the Electric Vehicle in the workshop must complete this level

Prerequisite competence

- Read & interpret technical parameters/documentation, plan and organize work processes, identify necessary materials and tools
- Perform task with due consideration to safety rules, accident prevention regulations and environmental protection
- Knowledge of documenting technical parameters related to the task undertaken

Learning Objectives

Understanding safety concerns while working with EV vehicles based on High Voltage & protocols to be followed in the following areas

- Understanding of High Voltage systems in the vehicle
- Commissioning & Decommissioning
- High-voltage safety & Conduct in the event of accidents
- Charging of high voltage battery

Program Outline

- Dangers of electricity
- First Aid
- Professional responsibility
- Dangers of high voltage systems
- De-energizing / Re-energizing high voltage battery
- Workshop procedures for accident vehicles
- Classifying & charging of high voltage battery

Methodology

This course is administered as a practical Training course with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals, outcomes, and objectives for learning, training, and assessing EV education as recommended by EVSC.

HVE – High Voltage Expert (5 Days)

Target Audience

Senior Diagnostic Auto Technicians & Engineers experienced on ICE engines, who is one of the main resource required to work independently on the Electric Vehicle in the workshop must complete this level

Prerequisite competence

- Read & interpret technical parameters/documentation, plan and organize work processes, identify necessary materials and tools
- Perform task with due consideration to safety rules, accident prevention regulations and environmental protection
- Knowledge of documenting technical parameters related to the task undertaken

Learning Objectives

Understanding safety concerns while working with EV vehicles & High Voltage Battery packs based on High Voltage & protocols to be followed in the following areas

- Understanding of High Voltage systems in the vehicle
- Commissioning & Decommissioning
- High-voltage safety & Conduct in the event of accidents
- Design & function of high voltage battery

Program Outline

- Tasks of HVE & Electrical Hazards
- Design & Construction of HV Battery
- Classification of HV Battery
- Risk assessment
- Personal protective equipment
- Handling critical HV Battery
- Diagnosis / measurements / fault finding on HV Battery
- Dismantling and repair of HV Batteries

Methodology

This course is administered as a practical Training course with knowledge and assessment based on Bloom's Taxonomy of Educational Objectives as a framework for developing educational goals, outcomes, and objectives for learning, training, and assessing EV education as recommended by EVSC.

Our Core Team of Trainers & Consultants



Romi is an Automobile Network expert, with 40+ yrs experience across various premium brands.

He is passionate about people development & changing behaviors for over 15years, using Gamification & blended Learning approach, working with multiple nationalities across Asia; Middle East & Africa.



Karan is a Digital Transformation Expert with 12+ years experience in the middle-east & Asia. Projects include Fuelwatch and behavior change strategies.

He is adept at deploying blockchain smart contracts for operational efficiency and transformations in fleet management solutions.



Gulzar is a Master Driver trainer and is an Expert in technical skills. he has over 40-year experience in Maintenance and onsite support across Global brands.

A Dedicated driver training instructor certified by Volvo Trainers. Has worked with India, Iraq, Saudi, Jordan ,Malaysia, Nepal , Ethiopia and the UAE



Suresh is an Aftermarket expert in Dealer operations. Learning & development with 30+ years experience

Suresh has made significant contributions to leading automobile MNCs such as Volvo and Skoda Auto Volkswagen Network dealerships across India and the Gulf region.



Dr. Claire Keow is a globally recognized speaker, trainer, and consultant with over 20 years of experience as a Master Gamification Specialist and Certified Team Coach, she has worked with regional conglomerates, and government agencies, driving measurable improvements in engagement, productivity, and profitability.