

SALESMANSHIP

Outcomes of Salesmanship in B.A & B.Sc. I Semesters

1. This Objective of this course is to develop an understanding of the dynamics of salesmanship and selling.
2. The course would develop employability and vocational skills of students.
3. Salesmanship enables a clear-cut objective across all kinds of organizations, big or small — it helps your sales team learn new skills, sharpen existing skills, and develop execution strategies that help you win business.
4. The training help you determine the outcomes you need to deliver, and proper training cuts the risk of becoming too vague, unfocused, and irrelevant in contributing toward high-priority business needs.
5. It shall focus on systems used in the selling process.

MINOR 2 VOCATIONAL / SKILL DEVELOPMENT

SALESMANSHIP

TOTAL CREDITS : 3

THEORY : 1 CREDIT - 15 Lectures (15 Hours)

PRACTICAL : 2 CREDITS (60 Hours)

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THEORY : 1 CREDIT

UNIT	CONTENT	NO. of LECTURES (In hours)
1.	SALESMANSHIP: Meaning & definition, Objectives. Qualities of an effective Salesperson PERSONAL SELLING : Features, process and types of Personal Selling Situations	03
2.	SALES ORGANISATION: Introduction and classification Sales force Manpower Planning : Recruitment and Selection	03
3.	MOTIVATING AND COMPENSATING THE SALESPERSON:	03
4.	INSIDE SELLING / STORE BASED SELLING: In-store selling environment, Types of Stores.	03
5.	FIELD SELLING : Sales territories and Sales Quotas	03

References

1. Norman A. P. Govoni, Edward W. Cundiff, Sandeep Puri, Richard R. Still. 6E edition. Sales And Distribution Management. Pearson.
2. Hair Joseph, Anderson E. Rolph and Allen J. Bush. 1999. Professional Sales Management. 3rd edition. Dame Publishing.