

<b>COURSE TITLE</b>	<b>PERSONAL SELLING AND SALESMANSHIP</b>
<b>COURSE CODE</b>	<b>04BC0230</b>
<b>COURSE CREDITS</b>	<b>2</b>

**Course Outcomes:** After completion of this course, student will be able to:

- 1 Understand the concepts of personal selling, roles and opportunities for sales persons.
- 2 Summarize the theories, models and approaches of selling.
- 3 Explain the role of a salesperson in entire personal selling process in order to develop a customer-oriented attitude in selling.
- 4 Apply the concept of salesmanship and selling process in real life situations. ? Prepare various sales reports and deal with ethical issue in selling.

**Pre-requisite of course:**NA

#### Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	<b>Introduction to Personal Selling and Salesmanship:</b> Concept of Personal Selling and Salesmanship; Sales Force Management; Qualities of a good salesperson;, Types of selling roles; Importance of Personal Selling in CRM.	10
2	<b>Theories of Selling:</b> AIDAS Model; Right Set of Circumstances Theory, Behavioural Equation Theory and Buying Formula Theory., Problem-Solving Approach and Modern Sales Approaches like SPIN, Theory of Need Hierarchy; Buying Motives and their uses in Personal Selling.	12
3	<b>Personal Selling Process:</b> Prospecting; Pre-Approach; Approach; Presentation and Demonstration; Handling of Objections;, Closing the Sale; Follow-Up. Sales Planning and Control Sales Reports and Documents;, Various Ethical Issues in Selling.	8
<b>Total Hours</b>		<b>30</b>

#### Textbook :

- 1 Sales and Distribution Management, By Krishna K. Havaldar, Vasant M. Cavale, Tata McGraw Hill, 2017

**Textbook :**

- 2 Sales & Distribution Management, Tapan Panda and Sunil Sahadev, Oxford University Press, 2019

**References:**

- 1 The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources, The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources, Neil Rackham, Tata McGraw Hill, 2020
- 2 Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal, Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal, Oren Klaff, Tata McGraw Hill, 2011

**Suggested Theory Distribution:**

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

**Instructional Method:**

- 1 NA

**Supplementary Resources:**

- 1 NA