

**Major**  
**Title of the Course: Introduction to Salesmanship**

<b>Semester: II</b>	<b>Credits: 4</b>	<b>Subject Code: MAJMAR223112</b>	<b>Lectures: 60</b>
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**Course Outcomes:**

At the end of the course, the learner will be able to:

- CO1- Relate to and classify the concepts of salesmanship, personal selling and sales management
- CO2- Identify and illustrate the role of the salesperson in today's marketplace and the significance of building partnerships
- CO3- Understand about personal selling, its stage and relate to cognizance of customers during the process
- CO4- Describe the importance of knowledge of key dimensions of sales management like sales organization and sales force management
- CO5- Recognize and make use of different elements involved in a successful sales presentation
- CO6-Relate to the concepts of and changing trends in the field of sales management

**Unit 1: Introduction**

**15**

- Personal Selling: Concept, Principles and Significance
- Salesmanship: Meaning and Definitions, Scope and Utility, Functions of a Salesman, Types of Salesmen
- B2B Vs B2C Sales
- Attributes of Salespeople
- Different Types of Sales Environments
- Ethics in Selling
- Activity- Case Study
- Assignment- Presentation

**Unit 2: Process of Selling**

**15**

- Psychology of Salesmanship: Why People Buy? —The Black Box Approach, AIDA-Awakening Interest, Creating Desire, Securing Action.
- Process of Selling: Prospecting, The Approach, Overcoming Objections, Closing the Sale, Services after Sales
- Essentials of Effective Sales Talk
- Building Relationships through the Sales Process
- Assignment




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<b>Unit 3: Sales Management</b>	<b>15</b>
<ul style="list-style-type: none"> <li>● Sales Organization</li> <li>● Sales Organisation: Meaning and Definition, Functions of Sales Organisation</li> <li>● Sales Manager: Types, Functions</li> <li>● Sales Routine: Concept and Components</li> <li>● Organizational Selling Sales Force Management</li> <li>● Recruitment: Meaning and Sources</li> <li>● Selection: Procedure</li> <li>● Training a Salesman: Importance, Methods of Training, Performance Appraisal of Sales force</li> <li>● Sales Team Building</li> <li>● Activity- Case Study</li> <li>● Assignment- Presentation</li> </ul>	

<b>Unit 4: Recent Trends in Sales Management</b>	<b>15</b>
<ul style="list-style-type: none"> <li>● Account Based Selling</li> <li>● Omni-channel Selling</li> <li>● Social Selling and Social Listening</li> <li>● Outsourcing the Sales Function</li> <li>● Global Selling</li> <li>● Assignment</li> </ul>	

<b>Recommended Text Books:</b>
<ul style="list-style-type: none"> <li>● YashwantLembhe, <i>Sales Management</i>, Thakur Publication Pvt. Ltd., 2019</li> <li>● Dr. ShailaBootwala (2019). “<i>Marketing and Salesmanship – 1, Fundamentals of Marketing</i>” 1<sup>st</sup> Ed, Pune, NiraliPrakashan.</li> </ul>

<b>Reference Books:</b>
<ul style="list-style-type: none"> <li>● Charles M. Futrell, <i>Fundamentals of Selling Customers for Life Through Service</i>, McGraw-Hill/Irwin —12th ed.</li> <li>● Chaudhary Prashant, <i>Selling and Negotiation Skills: A Pragmatic Approach</i>, Sage Publications India Pvt. Ltd., 2019, New Delhi</li> <li>● M Bogaards, S Boshoff, N Dlodlo, DT Noel, M Wait, <i>Personal Selling</i>, Pearson South Africa (Pty) Ltd, 2020</li> <li>● Philip Kotler, Gary Armstrong, Prafulla Agnihotri. (2018). <i>Principals of Marketing</i>, 17th Ed, New Delhi, Pearson Education.</li> <li>● RajanSaxena, <i>Marketing Management</i> 6th Ed, Mumbai, McGraw Hill Education Private Limited, 2019</li> <li>● V. S. Ramaswamy, S. NamakumariRajanSaxena, <i>Marketing Management: Indian Context</i></li> </ul>

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*Global Perspective*, 11th Ed, New Delhi, Sage Publications, 2018

- Kumar Leon G., Schiffman; Joe; Wisenblit; S. Ramesh, *Consumer Behaviour*, 12<sup>nd</sup> Edition, New Delhi, Pearson Education, 2018

**Websites:**

- <https://www.sciencedirect.com/science/article/abs/pii/S0019850106001106>
- <https://www.sciencedirect.com/science/article/abs/pii/S0019850109001898>
- [5 Sales Trends for 2023: This Is What Your Selling Will Look Like \(echobot.com\)](#)

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