

Major
Title of the Course: Introduction to Salesmanship

Semester: II	Credits: 4	Subject Code: MAJMAR223112	Lectures: 60
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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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Chairperson (HoD)	Business Studies	Dr. Rama Venkat	<i>Dr. Rama Venkat</i>

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


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

Recommended Text Books:

- YashwantLembhe, *Sales Management*, Thakur Publication Pvt. Ltd., 2019
- Dr. ShailaBootwala (2019). “*Marketing and Salesmanship – 1, Fundamentals of Marketing*” 1st Ed, Pune, NiraliPrakashan.

Reference Books:

- Charles M. Futrell, *Fundamentals of Selling Customers for Life Through Service*, McGraw-Hill/Irwin —12th ed.
- Chaudhary Prashant, *Selling and Negotiation Skills: A Pragmatic Approach*, Sage Publications India Pvt. Ltd., 2019, New Delhi
- M Bogaards, S Boshoff, N Dlodlo, DT Noel, M Wait, *Personal Selling*, Pearson South Africa (Pty) Ltd, 2020
- Philip Kotler, Gary Armstrong, Prafulla Agnihotri. (2018). *Principals of Marketing*, 17th Ed, New Delhi, Pearson Education.
- RajanSaxena, *Marketing Management* 6th Ed, Mumbai, McGraw Hill Education Private Limited, 2019
- V. S. Ramaswamy, S. NamakumariRajanSaxena, *Marketing Management: Indian Context*

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

- Kumar Leon G., Schiffman; Joe; Wisenblit; S. Ramesh, *Consumer Behaviour*, 12nd 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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Subject Expert (Outside SPPU)	Dr. Sumita Joshi	<i>Sumita</i> 27/5/23
VC Nominee (SPPU)	Dr. Varsha Deshpande	<i>Varsha</i> 27/5/23
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