

Government Degree College, Baramulla

Semester 1st

Skill Enhancement Course

Subject: Commerce

Title: Personal Selling And Salesmanship
CREDIT: 04 (Theory 02; Tutorial: 02)

Code: BCM22S103
Contact Hours: 32 (Th) + 32(Tu)

***Objective:** The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process; to understand selling as a career option and how to be a successful salesman.*

Part 1: Theory

Unit 1:

16 Contact Hours

Introduction to Personal Selling: Nature and importance of personal selling, myths of selling. Difference Between Personal Selling, Salesmanship and Sales Management, Characteristics of a good salesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career

Unit 1:

16 Contact Hours

Buying Motives: Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling.

Selling Process: Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; Handling of objections; Closing the sale; Post sales activities.

Part-II: Practical/Tutorials: 30 Marks

Unit-III & Unit IV

1. Preparation of:
 - a. Sales Report & Documents
 - b. Sales Manual
 - c. Order Book/Sales Book
 - d. After sale services report
2. Demonstration of product; handling of customer complaints and closing of sale.

Suggested Readings:

1. Spiro, Stanton, and Rich, *Management of the Sales force*, McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk, *Selling: Principles and Practices*, McGraw Hill
3. Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*. The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, *Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi,
5. Johnson, Kurtz and Schueing, *Sales Management*, McGraw Hill
6. Kapoor Neeru, *Advertising and personal Selling*, Pinnacle, New Delhi.