AC – Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Personal Selling and Salesmanship

Programme: Bachelor of Commerce (Management Studies) Semester IV

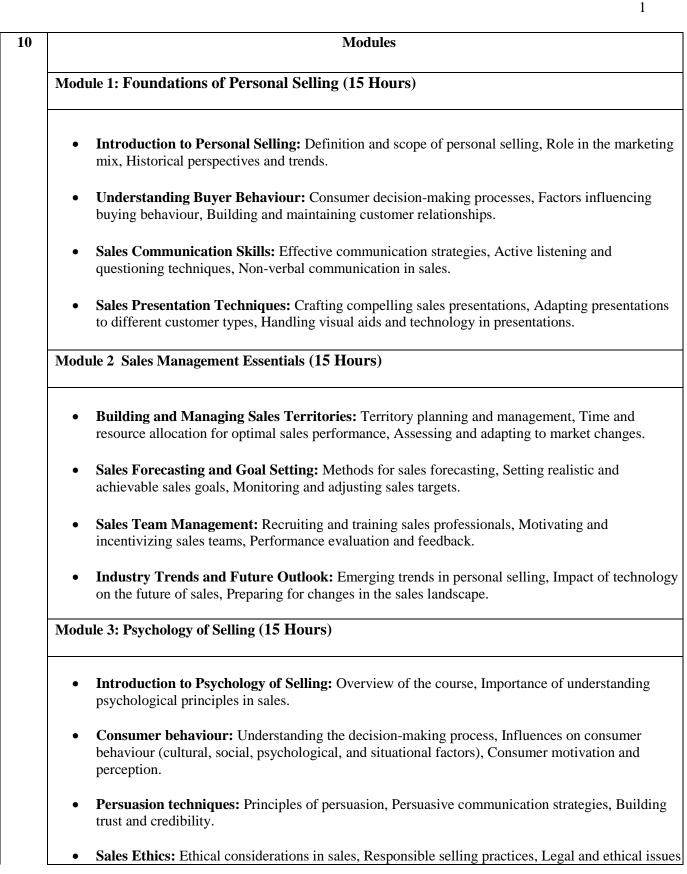
Syllabus for 4 credits

From the academic year 2024-2025

Name of the Course : Personal Selling and Salesmanship

Sr. No.	Heading	Particulars			
1	Description of the course :	This course is designed to provide learners with a comprehensive understanding of the principles and techniques involved in personal selling and salesmanship. Focusing on the dynamics of building customer relationships and achieving sales objectives, the course covers essential skills such as effective communication, negotiation, and strategic selling.			
2	Vertical :	Minor			
3	Semester :	IV			
4	Туре :	Theory			
5	Credit:	4 credits			
6	Hours Allotted :	60 Hours			
7	Marks Allotted:	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks			
8	Course Objectives:				
	 The course aims to provide students with a foundational understanding of persor emphasizing key concepts such as buyer behaviour, effective communication, pr objection handling, and negotiation, to develop the fundamental skills necessary sales roles. The course aims to delve into advanced concepts in personal selling, focusing or sales forecasting, team management, technology integration, ethical consideratio trends, preparing students for leadership roles in sales and ensuring a deep under evolving dynamics in the field. The course aims to equip students with insights into the human psyche to enhance effectiveness in sales, from understanding customer needs to building lasting rel making persuasive pitches. To equip learners with the skills and knowledge necessary for successfully concl managing activities that occur after the sale. 				

9	Course	e Outcomes:
	1.	Learners will be well-prepared to enter the field of personal selling with the essential knowledge and skills required for success.
	2.	Learners will be well-equipped for leadership roles in sales, demonstrating a mastery of advanced concepts and a readiness to navigate the dynamic and evolving field of personal selling.
	3.	This course will collectively aim to prepare learners to navigate the complexities of sales by leveraging psychological insights for understanding and influencing customer behaviour.
	4.	These course will collectively aim to prepare learners for success in the closing stages of the sales process and for effectively managing post-sales activities, ensuring customer satisfaction and sustained business relationships



in sales.

Module 4 : Closing Sales and Post Sales activity (15 Hours)

- **Closing Strategies and Techniques:** Trial closes and assumptive closes, Handling objections during the closing process, Closing through value proposition.
- **Customer Relationship Management (CRM):** Introduction to CRM systems, Managing customer information and interactions, Using CRM for effective post-sales follow-up.
- **Handling Post-Sales Issues:** Dealing with customer complaints and concerns, Conflict resolution strategies, Turning negative experiences into positive ones.
- **Measurement and Evaluation:** Key performance indicators (KPIs) for closing sales, Metrics for post-sales activities, Evaluating and improving the sales process.

11	References:						
	• Carnegie, Dale. How to Win Friends and Influence People. 1936.						
	• Cialdini, Robert B. Influence: The Psychology of Persuasion. 1984.						
	• Pink, Daniel H. To Sell Is Human: The Surprising Truth About Moving Others. 2012.						
	Rackham, Neil. SPIN Selling. 1988.						
	Trease Prion The Developer of Selling: Increase Your Sales Faster and Fasier Then You Ever						
	Tracy, Brian. The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible. 2006						
12	2 Internal Continuous Assessment: 40% Semester End Examination : 60				ination : 60%		
10							
13	Continuo	us Evaluation through:					
		Component	Total	Marks]		
	1)A	ssignment/Case Studies	15 Mark	S			
	2) A	Assignment /Presentation/	15 Mark	S	-		
		/Project					
	3)Objective Questions 10		1016 1				
	5,0	ojective Questions	10 Mark	S			
	Tot	•	10 Mark 40 Mark				
	Tot	•	40 Mark	KS	ts of Contin	uous Evaluatio	n.
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Q-4	A.Full Length Question	15
	B. Full Length Question	Marks
	C. Full Length Question	

Signatures of Team Members

Sr.No	Name	Signature
1.	Ms. Shalini Clayton	
2.	Ms. Reshma Rajput	
3.	Mr. Vedant Kajbaje	
4.		
5.		

