

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Knowledge is Supreme

Title of the Course: Personal Selling and Salesmanship

Programme: Bachelor of Management Studies Semester IV

Syllabus for Four 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	Type :	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:	<ol style="list-style-type: none"> 1. To provide learners with a foundational understanding of personal selling, emphasizing key concepts such as buyer behavior, effective communication, presentation skills, objection handling, and negotiation, to develop the fundamental skills necessary for success in sales roles. 2. To understand key concepts in personal selling, focusing on topics such as sales forecasting, team management, technology integration, ethical considerations, and industry trends, preparing students for leadership roles in sales and ensuring a deep understanding of the evolving dynamics in the field. 3. To equip learners with insights into the human psyche to enhance their effectiveness in sales, from understanding customer needs to building lasting relationships and making persuasive pitches. 4. To gain skills and knowledge necessary for successfully concluding a sale and managing activities that occur after the sale.

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Course 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

10 Modules:-**Module 1: Foundations of Personal Selling**

1. **Introduction to Personal Selling :** Definition and scope of personal selling, Role in the marketing mix, Historical perspectives and trends.
2. **Understanding Buyer Behaviour:** Consumer decision-making processes, Factors influencing buying behavior, Building and maintaining customer relationships.
3. **Sales Communication Skills:** Effective communication strategies, Active listening and questioning techniques, Non-verbal communication in sales.
4. **Sales Presentation Techniques:** Crafting compelling sales presentations, Adapting presentations to different customer types, Handling visual aids and technology in presentations.

Module 2: Key Aspects of Sales Management

1. **Building and Managing Sales Territories :** Territory planning and management, Time and resource allocation for optimal sales performance, Assessing and adapting to market changes.
2. **Sales Forecasting and Goal Setting :** Methods for sales forecasting, Setting realistic and achievable sales goals, Monitoring and adjusting sales targets.
3. **Sales Team Management:** Recruiting and training sales professionals, Motivating and incentivizing sales teams, Performance evaluation and feedback.
4. **Industry Trends and Future Outlook:** Emerging trends in personal selling, Impact of technology on the future of sales, Preparing for changes in the sales landscape.

Module 3: Psychology of Selling

1. **Introduction to Psychology of Selling :** Overview of the course, Importance of understanding psychological principles in sales.
2. **Consumer behaviour:** Understanding the decision-making process, Influences on consumer behavior (cultural, social, psychological, and situational factors), Consumer motivation and perception.
3. **Persuasion techniques :** Principles of persuasion, Persuasive communication strategies, Building trust and credibility.
4. **Sales Ethics:** Ethical considerations in sales, Responsible selling practices, Legal and ethical issues in sales.

Module 4 : Closing Sales and Post Sales activity

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

11	Reference Books: <ul style="list-style-type: none"> • Buttle, Francis, and Stan Maklan. <i>Customer Relationship Management: Concepts and Tools</i>. 3rd ed., Routledge, 2019 • Coleman, Joey. <i>Never Lose a Customer Again: Turn Any Sale into Lifelong Loyalty in 100 Days</i>. Portfolio, 2018 • Cialdini, Robert B. <i>Influence: The Psychology of Persuasion</i>. 2021. • Pink, Daniel H. <i>To Sell Is Human: The Surprising Truth About Moving Others</i>. 2012. • Rackham, Neil. <i>SPIN Selling</i>. 1988. • Tracy, Brian. <i>The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible</i>. 2006 • Steinman, Dan, Lincoln Murphy, and Nick Mehta. <i>Customer Success: How Innovative Companies Are Reducing Churn and Growing Recurring Revenue</i>. Wiley, 2016. • Solomon, Michael R. <i>Consumer Behavior: Buying, Having, and Being</i>. 12th ed., Pearson, 2017 											
12	Internal Continuous Assessment: 40%	Semester End Examination : 60%										
13	Continuous Evaluation through: (40 Marks) <table border="1" data-bbox="298 1045 1052 1266" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Component</th> <th style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies</td> <td>15 Marks</td> </tr> <tr> <td>2)Presentation/ /Project</td> <td>15 Marks</td> </tr> <tr> <td>3)Objective Questions</td> <td>10 Marks</td> </tr> <tr> <td>Total</td> <td>40 Marks</td> </tr> </tbody> </table> <p><i>Note: Learner must be Present in all the three exam components of Continuous Evaluation.</i></p>		Component	Total Marks	1)Assignment/Case Studies	15 Marks	2)Presentation/ /Project	15 Marks	3)Objective Questions	10 Marks	Total	40 Marks
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2)Presentation/ /Project	15 Marks											
3)Objective Questions	10 Marks											
Total	40 Marks											
14	Format of Question Paper: for the final examination <p style="text-align: center;">Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60 Duration:2 Hour</p> <table border="1" data-bbox="228 1562 1370 1936" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">Q. No.</th> <th style="text-align: center;">Particular</th> <th style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">Q-1</td> <td>Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question</td> <td style="text-align: center;">15 Marks</td> </tr> <tr> <td style="text-align: center;">Q-2</td> <td>Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question</td> <td style="text-align: center;">15 Marks</td> </tr> </tbody> </table>		Q. No.	Particular	Marks	Q-1	Attempt any TWO the following: (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	Q-2	Attempt any TWO the following: (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks	
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	Q-3	Attempt any TWO the following: (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
	Q-4	Attempt any TWO the following: (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	15 Marks
Note: Any of the full length question of 7.5 Marks can be a case study.			

**Signatures of Team
Members**

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