

MINOR 2 VOCATIONAL / SKILL DEVELOPMENT

SALESMANSHIP

TOTAL CREDITS : 3

THEORY : 1 CREDIT - 15 Lectures (15 Hours)

PRACTICAL : 2 CREDITS (60 Hours)

This Objective of this course is to develop an understanding of the dynamics of salesmanship and selling. The course would develop employability and vocational skills of students. It shall focus on systems used in the selling process

THEORY : 1 CREDIT

UNIT	CONTENT	NO. of LECTURES (In hours)
1.	SALESMANSHIP: Meaning & definition, Objectives. Qualities of an effective Salesperson PERSONAL SELLING : Features, process and types of Personal Selling Situations	03
2.	SALES ORGANISATION: Introduction and classification Sales force Manpower Planning : Recruitment and Selection	03
3.	MOTIVATING AND COMPENSATING THE SALESPERSON:	03
4.	INSIDE SELLING / STORE BASED SELLING: In-store selling environment, Types of Stores.	03
5.	FIELD SELLING : Sales territories and Sales Quotas	03

References

1. Norman A. P. Govoni, Edward W. Cundiff, Sandeep Puri, Richard R. Still. 6E edition. Sales And Distribution Management. Pearson.
2. Hair Joseph, Anderson E. Rolph and Allen J. Bush. 1999. Professional Sales Management. 3rd edition. Dame Publishing.