

**1<sup>st</sup> SEMESTER**  
**SKILL ENHANCEMENT COURSE (SEC)**

**COM122S: PERSONAL SELLING AND SALESMANSHIP**

**Credits: 4 (Theory: 2; Practical:2)**

***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-I: Theory: 30 Marks**

**Unit-1**

**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-II**

**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
7. *Kapoor Neeru, Advertising and personal Selling*, Pinnacle, New Delhi.