
SCOPE

Personal Selling and Salesmanship represents to understand the basic concepts in personal selling process and methods. It makes the students to become a successful salesman.

OBJECTIVE:

The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

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

UNIT-III

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

UNIT-IV

Sales Force Management – Job analysis – Job Description – organization for Recruiting and Selection –Sources of Sales Force Recruits – The Recruiting Effort – Selecting Sales Personnel .Training, Motivation and Compensation of Sales Force : Building Sales Training Programs –Selecting Training Methods – Organization for Sales Training – Evaluating Sales Training Programs

UNIT-V

Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling

Suggested Readings:

Text Books

1. Richard R. Still, Edward W.Cundiff & Norman A.P.Govoni (2001), *Sales Management*, New Delhi, Prentice Hall of India.

Reference Books

1. Spiro, Stanton, Rich *Management of the Sales force*[12th Edition].New Delhi, Tata McGraw Hill.
2. Rusell, F. A. Beach and Richard H. Buskirk (2013). *Selling: Principles and Practices*, New Delhi, Tata McGraw Hill
3. Futrell, Charles. (2013). *Sales Management: Behaviour, Practices and Cases*, New Delhi,The Dryden Press.
4. Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni. (2013). *Sales Management: Decision Strategies and Cases*. New Delhi, Prentice Hall of India Ltd.
5. Johnson, Kurtz and Schueing (2010). *Sales Management*. New Delhi, Tata McGraw Hill.