

<b>PART A: Introduction</b>			
<b>Program :Certificate Course</b>		<b>Class :</b>	<b>Year :1<sup>st</sup> Year</b>
<b>Session :2025 – 26</b>			
<b>Subject:</b>			
<b>1.</b>	<b>Course Code</b>		
<b>2.</b>	<b>Course Title</b>	<b>Salesmanship</b>	
<b>3.</b>	<b>Course Type</b>	<b>SEC</b>	
<b>4.</b>	<b>Pre-Requisite</b>	Nil	
<b>5.</b>	<b>Course Learning Outcomes (CLO)</b>	<b>On successful completion of this course, the students will be able to:</b> <ol style="list-style-type: none"> <li>1. Explain the principles and process of salesmanship.</li> <li>2. Demonstrate effective sales communication and persuasion skills.</li> <li>3. Prepare and use sales documents and reports.</li> <li>4. Analyse compensation strategies for salespersons.</li> </ol>	
<b>6.</b>	<b>Expected Job Role / career opportunities</b>	<ul style="list-style-type: none"> <li>• Sales Executive / Sales Representative</li> <li>• Telesales Executive</li> <li>• Retail Sales Associate</li> <li>• Sales Consultant</li> </ul>	
<b>7.</b>	<b>Credit Value (Theory)</b>	<b>3 Credit</b>	
<b>8.</b>	<b>Total Credit Value</b>	<b>3 Credit</b>	
<b>9.</b>	<b>Total Marks</b>	Max. Marks: 100	Min. Passing Marks: 35
<b>PART B : Content of the Course (Theory)</b>			
<b>Total No. of Lectures:15 Hrs., L – T – P : 1 – 0 – 0</b>			
<b>Unit</b>	<b>Topics</b>		<b>No. of Lectures</b>
<b>I</b>	<b>Introduction to Salesmanship &amp; Sales Organization:</b> Nature and importance of salesmanship and personal selling; Myths of selling; Difference between personal selling, salesmanship, and sales management; Characteristics of a good salesperson; Career opportunities in sales; Structure of a sales organization; Dharma in Salesmanship and Business Transactions, Seva (Selfless Service) as a Principle in Customer Relationship Management, Karma (Consistent Action and Trust-Building) in Sales Processes <b>Practical Activity-</b> <ul style="list-style-type: none"> <li>• Organize a group discussion and discuss the essential qualities of a successful salesperson.</li> <li>• Provide real-world case studies of successful sales campaigns.</li> </ul>		<b>15</b>

II	<p><b>Inside Selling / Store-Based Selling:</b> Understanding buying motives (Maslow's hierarchy, motivation in sales); Knowledge of product: selling points, sources of product knowledge; Types of customers and how to deal with them; The selling process; Sales documentation: order book, sales reports, after-sales service reports.</p> <p><b>Practical Activity-</b></p> <ul style="list-style-type: none"> <li>• Role-Plays and Simulation Exercises (Product Demonstrations, Handling Objections, Closing Sales)</li> <li>• Preparation of Sales Documents (Sales reports, Sales Manuals, Order Books).</li> </ul>	15
III	<p><b>Field Selling:</b> Techniques and strategies for field sales; Customer relationship management; Sales planning and territory management; Use of technology in sales (digital tools)</p> <p><b>Sales Force Management:</b> Recruitment, selection, and training of salespersons; Motivation theories and their application in sales; Compensation methods: salary, commission, incentives; Performance evaluation and career growth in sales.</p> <p><b>Practical Activity-</b></p> <ul style="list-style-type: none"> <li>• List out the various ways to resolve customer complaints.</li> <li>• Visit to Local Businesses/Retail Outlets: <ul style="list-style-type: none"> <li>○ Observe in-store sales tactics, customer interaction, and promotional strategies.</li> <li>○ Prepare and submit a short report highlighting learnings and insights</li> </ul> </li> </ul>	15
<p><b>Keywords/Tags:</b> Salesmanship in IKS, Sales Organization, Inside Selling, Buying Motives, Selling Process, Field Selling, CRM, Sales Force Management</p>		

Part C-Learning Resources	
Text Books, Reference Books, Other resources	
<ul style="list-style-type: none"> <li>• Khera, S. (2012). You Can Sell. Bloomsbury Publishing India Pvt. Ltd</li> <li>• Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, Sales Management: Decision Strategies and Cases, Prentice Hall of India</li> <li>• Kapoor Neeru, Advertising and Personal Selling, Pinnacle, New Delhi</li> <li>• Spiro, Stanton, and Rich, Management of the Sales Force, McGraw Hill</li> <li>• Russell, F. A. Beach and Richard H. Buskirk, Selling: Principles and Practices, McGraw Hill</li> <li>• Futrell, Charles, Sales Management: Behaviour, Practices and Cases, The Dryden Press</li> <li>• Johnson, Kurtz and Schueing, Sales Management, McGraw Hill</li> </ul>	
<p><b>Suggestive digital platforms web links:</b>  NPTEL Course: Sales and Distribution Management  <a href="https://onlinecourses.nptel.ac.in/noc20_mg13/preview">https://onlinecourses.nptel.ac.in/noc20_mg13/preview</a></p>	

<b>Part D- Assessment and Evaluation</b>		
<b>Suggested Continuous Evaluation Methods:</b>		
<b>Internal Assessment:</b> No Internal Assessment	Class Test Assignment/Presentation	Nil
<b>External Assessment:</b> University Exam Section: Time : 03.00 Hours	<b>Section (A):</b> Objective Type Questions	10 Marks
	<b>Section (B) :</b> Short Questions (200 Words Each)	40 Marks
	<b>Section ( C ):</b> Long Questions (500 Words Each )	50 Marks
<b>Any remarks/suggestions:</b>		