

Revised Syllabus For the Session 2020-21

SALESMANSHIP

1st Year

4th ELECTIVE (Paper -I)

Course Inputs :

Unit-I : Introduction :

Salesmanship - Definition, Meaning, Nature, Art or Science or profession, Importance and Scope of Salesmanship, Salesmen - Type of Salesman, Sales personality, Quality of Good Salesman - Physical, Mental, Social and Character Traits, Improving sales personality.

Unit-II : Knowledge of product, Customers and selling process :

Knowledge of Product - Importance, Selling points, Sources of product knowledge, Buying Motive- Meaning and Classification, Distinction between buying motives and selling points. Types of Customers and How to deal with them, Selling Process : Process, Pre-approach, Approach, presentation and Demonstration, Overcoming Objection, Closing the Sale.

Unit-III : Deleted

Unit-IV : Sales Promotion :

Sales Promotion - Objective and Measures, Advertising - Meaning, Functions Criticism, Types of Advertising, Media of Advertising and Advertising Agencies, Role of Advertising in Today's World.