

### 319: PERSONAL SELLING LAB

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teacher's Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

HOURS: 40

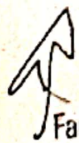
UNIT I(10 Hrs): Personal Selling & Salesmanship: Defining Personal selling and salesmanship, Selling as a profession, Objectives and importance of personal selling, Essentials of Personal Selling, Traditional & Modern Selling Approach, Ethical and Legal Considerations in Personal Selling, Role of Selling in Marketing, Types of selling, Qualities of Winning Sales Professionals - Physical, Mental, Social and Character Traits. Theories of Selling: AIDA, Right set of circumstances theory of selling, Buying Formula theory of selling, Behavioral Equation theory, Career in Personal Selling / Sales; What Companies Look for in New Salespeople.

UNIT II(10 Hrs): Personal Selling Process: Prospecting- objectives, sources and methods, Lead Generation, Getting appointment, Sales Responsibilities and Preparation; Pre approach-step toward sales planning-elements of sales call planning; Customer need discovery & Analysis; Approach- sales presentation/ demonstration- selection of appropriate presentation method, essentials of presentation, sales presentation mix- persuasive communication, visual presentation and dramatization, Use of questions- Direct questions, non- directive questions, rephrasing, redirect questions; Sales Leads, Account Management, Building long-term partnership by Selling, Strategic Understanding of Company, Products, Competition, and Markets Strategic Understanding of Company, Strategic Understanding of Products.


UNIT III(10 Hrs): Personal Selling Process: Handling objection- hidden, stalling, no need, money objection, etc., objection handling techniques, Closing the sale- reading buying signals, closing techniques- the alternative choice, assumptive, the compliment, the summary, the continuous, the minor point, the tea account, the standing room and the probability; Follow up after sales- Discuss service requirements, handling complaints, Key Account Management. Customer services: meaning of Customer Service, Importance of Customer Satisfaction Customer Follow-Up Strategies, Customer Service Questionnaire, Evaluating Customer Service.

UNIT IV(10 Hrs): Personal Selling Skills: Negotiation, Body Language- Space, Moments, Eye Contacts & Postures, Follow up Calls, Writing Effective Sales Letters and e- mails, Communicating Effectively with Diverse Customers – Meaning of Communication, Developing Communication Skills, essentials of Effective Communicator, Communication Styles, making Listening Skills, Presentation and Demonstration, Positive Mental Attitude, Goal Setting, Effective Dressing, Managing Yourself, choice of Communication Style, Communication and Trust Building

Managing Time and Territory Self-Management Effectiveness and Efficiency Sales Activities, Setting Priorities Account And Territory Management, Cold Call Mechanism, Personal Selling

  
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Bareilly


  
Head  
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Faculty of Management  
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Applications and Situations: Selling of services- financial, IT and telecommunication, advertising, education; Selling of industrial products- raw material, capital goods, supplies; Selling of consumer goods- convenience, shopping and specialty goods; International selling; Selling in rural markets; Selling high and low involvement products; Selling to new and existing customers Market; Selling to end users, intermediaries, government departments and agencies; Selling individual and groups.


**Suggested Text Books:**

1. Fundamentals of Selling by Charles M. Futrell, Tata McGraw Hill 10th Edition
2. A B C' s of Selling by Charles M. Futrell, AITBS, New Delhi,
3. World Class Selling by Roy Chitwood, JAICO Publishing House
4. Successful Selling Solutions by Julian Clay, Viva Books.
5. Value Added Selling by Tom Reilly, TMGH
6. Achieving Sales Excellence by Howard Stevens, Viva Books Pvt. Ltd.
7. Power Sales Presentation by Stephan Schiffman, Adams Media Corporations.
8. Sales Essentials by Stephan Schiffman, Avon Massachusset
9. Smarter Selling by Keith Dugdale & Lambert, Prentice Hall.
10. Successful Sales- Get Brilliant Results Fast by Pauline Rowson, Viva Books.
11. Successful Selling Skills by Richard Denny, The Sunday Times.
12. The Art and Science of Negotiation by Raiffa H, Cambridge: Belknap/Harvard Press
13. Getting to Yes by Fisher R and Ury W, Harmondsworth Middlesex, GB Penguin Books

<i>COURSE OUTCOMES DESCRIPTION</i>	
<b>CO1</b>	LIST the key terms in selling and DESCRIBE the qualities of Winning Sales Professionals
<b>CO2</b>	EXPLAIN the theories and concepts that are central to personal selling.
<b>CO3</b>	Apply the interpersonal and team skills necessary in successful relationship selling.
<b>CO4</b>	ILLUSTRATE the use of various sales techniques needed to achieve a profitable sale in a real world scenario for a real world product/ service / e- product / e-service.
<b>CO5</b>	DEVELOP a customer plan that identifies all elements of personal selling, essential to creating successful sales in a real world scenario for a real world product/ service / e- product / e-service.
<b>CO6</b>	CREATE sales presentation for a real world product/ service / e-product / e- service and for variety of selling situations.

  
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