

3. SALESMANSHIP

1. INTRODUCTION

Selling is one of the most important marketing activities in most organizations. The scope for selling has increase substantially during the past few decades due to growth in the trade and industry. Persuasive selling skills are being used not only by organizations whose objective is to earn profit but also by non-profit organizations because of this varied nature of the selling jobs professional selling has developed into a specialized area of management. Recognizing its scope significance and importance specialized salesmanship course is designed.

2. OBJECTIVES OF THE COURSE

To train the students as a competent Salesman and Sales Assistant.

Knowledge Objectives

1. Identifying customers and their needs
2. Marketing sales presentation and organizing demonstration
3. Computer basics and needs and used in selling techniques

Specific Objectives

1. Receiving and attending customers
2. Handling customer objections
3. Use of Selling Aids
4. Collecting data for Marketing Intelligence
5. Use of Computers

3. SKILLS TO BE PROVIDED

- Receiving and attending customers
- Identifying and determining customer needs
- Displaying and demonstration methods
- Making Sales Promotion
- Handling credit and collection
- Salesmanship
- Knowledge of Sales Promotion Schemes
- Analyse customer motivation and behaviour
- Ability to communicate effectively
- Ability to listen and understand customers location merchandise
- Ability to demonstrate the practice use of products
- Ability to explain and demonstrate the products
- Skill in assessing customers preference
- Skill of displaying goods
- Skill in packing the products

4. EMPLOYMENT OPPORTUNITIES

a. Wage Employment

1. Sales Assistant\Salesman
2. Sales Representative
3. Travelling Salesman
4. Door to door salesman
5. Market Research Assistant
6. Market Survey Act
7. Retail Salesman
8. Delivery Salesman
9. Wholesale Salesman
10. Export Salesman
11. Tourism Salesman
12. Sales Marketing Representative

b. Self Employment

1. Wholesale dealer
2. Retailer
3. Commission Agent
4. Sales Agencies

5. Schemes Of Instruction Per Module

Module	Theory		On Job Training		Total	
	Hours	Weightage	Hours	Weightage	Hours	Weightage
I	72	30	216	70	288	100
Total	72	30	216	70	288	100

Schemes Of Instruction Per Week

Module	Theory	On the Job Training	Total
Modules I/II/III	6 Hours	18 Hours	24 Hours

6. SYLLABUS

MODULE – I: Introduction & Channel of Distribution

Unit	Introduction	Theory hours	Unit	On the Job Training	Hours
Unit – I	A] Meaning of Marketing B] Nature & Scope of Marketing C] Importance of Marketing	18 hours	Unit – I	A] Sales Organisations like Super Bazars, Departmental Stores. Ex: Food World, Giant Super Market, Begum Bazar etc.	54 hours
Unit – II	Marketing functions A] Buying and Selling B] Transportation and Storage C] Branding D] Standardisation & Grading	18 hours	Unit – II	B] Transport Corporation Ex: Navata, SRMT, TVS etc.	54 hours
Unit – III	Selling A] Meaning and Importance B] Consumerism C] Characteristic of Consumer D] Selling Methods E] Packing and Pricing	18 hours	Unit – III	C] Private and Government Godowns Ex: STC, FCI etc. D] Visiting to Consumer Forums Manufacturing Units	54 hours

Unit	Channels Distribution	Theory Hours	Unit	On the Job Training	Hours
Unit-IV	a) Type of Middlemen b) Whole Seller c) Retailer d) Ware houses & importance	18 hours	Unit-IV	a) Whole Sale Markets Ex: Begum Bazar, Mehaboob Mansion, Malakpet etc in Hyderabad City	54 hours

MODULE – II: Marketing & Salesmanship

Unit-V	Marketing Information a) Methods of Collecting Marketing Information b) Analysing the information for improving	24 hours	Unit-V	b) Godowns in the same places c) Referring different Business Magazines and News papers Ex: Business India, Commerce, Economic Times etc.	72 hours
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Unit	Salesmanship	Theory hours	Unit	On the Job Training	Hours
Unit-VI	a) Concept of Salesmanship b) Functions of Salesman c) Importance of Personal Selling	24 hours	Unit-VI	a) Sales Organisations and observing Sales Persons while selling the goods	72 hours

Unit-VII	Salesman carrier a) Opportunities of Salesman job b) Types of Salesman c) Duties and responsibilities of salesman d) Quotation of Salesman e) Recruitment Method & Training of Salesman	24 hours	Unit-VII	b) Call Centres – Consultant offices	72 hours
MODULE – III: Marketing - Communication					
Unit-VIII	Specialised Category of Salesman a) Auction Salesman b) Expert Sales man c) Mail order sales d) Mobile Sales man	24 hours	Unit-VIII	c) Auction Houses Post Offices & Courier Centres	72 hours
Unit-IX	Computer and Communication Skills of Salesman		Unit-IX	On the Job Training	Hours
	a) E-Commerce b) R-Mail c) Internet d) Fax e) Creation of Graphs f) Multimedia	24 hours		a) Computer Institutes or Computer labs at their colleges	72 hours
Unit-X	Computer Applications in specified selling situations a) Travel and tourism b) Courier of Transport c) Departmental Stores d) Super Bazars	24 hours	Unit-X	B) Tourism offices, Courier Offices and Departmental, Super Bazars	72 hours

6. QUALIFICATION OF TEACHING STAFF

1. Post Graduate in Commerce Business Management with Salesmanship
2. Graduates with one year diploma in Computer Application from a reputed Institution
3. A professional expert having a graduation degree and a diploma in marketing and salesmanship with 3 years experience in a relevant field.

7. REFERENCE BOOKS

1. Salesmanship and publicity by Rustoms, DAVAR, published by Progressive Corporation Pvt.Ltd., Bombay
2. Salesmanship Sales Management and advertising by Mr.Satyanarayana and published by VORARCO publisher Pvt.Ltd.Bombay.
3. Salesmanship by C.S.Kripatric published by D.B.Taraporvala Sons and Co.Pvt.Ltd.
4. Principles of Marketing and Salesmanship J.C.Sinha published by R.Chand and Co.Delhi.
5. Marketing and Salesmanship by Sherloker published Himalaya Publishing House
6. Salesmanship and publicity by K.S.K.Patel published by Sultan Chand and Sons, New Delhi.
7. Marketing Salesmanship and advertising by C.N.Sartakki and R.G.Deshpande, published by Ravi Chandra Publications Belgar.
8. Marketing and Salesmanship and Management by B.K.Acharya and Govekar published by Himalaya Publishing House.

8. LIST OF PARTICIPANTS

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