

| | Personal Selling & Sales Force Management | | | | |
|--|--|---|--------------------|---------------|---------------|
| Time Allotted for End Semester Examination | Marks Allotted for Internal Assessment | Marks Allotted for End Semester Examination (ESE) | Maximum Marks (MM) | Total Credits | Maximum Hours |
| 3 Hrs. | 30 (20+10) | 70 | 100 | 06 | 60 |

OBJECTIVES: To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management. To help them differentiate the nuances of personal, organizational and personal selling.

- Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations. **(10 Hours)**
- Theories of Selling: AIDAS, Right Set of circumstances, buying formula theory. **(15 Hours)**
- The Selling Process: Pre approach – acquiring product knowledge, acquiring competition and market knowledge, Identifying and qualifying prospects – sources of prospecting, conditions for qualification, Opening a sale – methods of approaching, Sales presentation – presentation strategies and methods. **(12 Hours)**
- Sales demonstration –planning effective demonstration, use of sales tools, Handling objection – types of objections, determining hidden objections, strategies for handling objections, Closings sale – trial close, closing techniques, Post sales follow up. **(10 Hours)**
- Introduction to sales force management: Objectives of Sales management, Role of a sales manager; Managing Sales force – Recruitment, Selection, Training, Compensation and evaluation of sales force; Sales Territory Coverage: Sales Territory Concept, Reasons for establishing sales territories, procedures for selling up sales territories. **(13 Hours)**

SUGGESTED READINGS:

1. Allard. (1991). *How to improve your Sales Performance*. New Delhi: UPSPD.
2. Allen, P. (1998). *Sales & Sales Management*. London: MacDonal & Evans Ltd.
3. Charles, F.(2000). *Selling*. New Delhi: AITBS.
4. Still,Cundiff & Govani. (2017). *Sales Management. Decisions, Strategies & Cases*. New Delhi PHI.
5. Ramachandran. (2010). *Field Sales Management*, New Delhi: Allied Publications.
6. Thomas R. W.(1997). *Sales Management*, New York: Holt Rinehart & Winston.
7. Lytle, C. (2011). *The Accidental Sales Manager: How to Take Control and Lead Your Sales Team to Record Profits*. John Wiley & Sons, (1st ed.).
8. e-book: Solomon, M. and Lawrey T. (2018)*The Routledge Companion to Consumer Behaviour*, Taylor & Francis.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.