

BBA III/IV Year	BBA-E119		Semester-V/VI/VII/VIII		
	Personal Selling and Sales Force Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To remember and recall the basic concepts of personal Selling and sales force management	PO1, PO2
CO.2	To remember, recall and apply the theories in personal selling and selling process	PO1, PO2, PO4
CO.3	To understand and apply different sales tools and techniques	PO1, PO2, PO4, PO7
CO.4	To remember and recall the basic concepts of sales force management.	PO1, PO2, PO4
CO.5	To understand the basic of post sales follow up.	PO1 PO2 AND PO7

- Introduction to Personal Selling; functions of a sales person, qualities of an effective Sales Person; Personal Selling situations. **(8 Hours)**
- Theories of Selling: AIDAS, Right Set of circumstances, buying formula theory. **(8 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. **(8 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. **(8 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. **(8 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. Still, Cundiff & Govani. (2017). *Sales Management. Decisions, Strategies & Cases*. New Delhi PHI.



4. Ramachandran. (2010). *Field Sales Management*, New Delhi: Allied Publications.
5. Thomas R. W.(1997). *Sales Management*, New York: Holt Rinehart & Winston.
6. Lytle, C. (2011). *The Accidental Sales Manager: How to Take Control and Lead Your Sales Team to Record Profits*. John Wiley & Sons, (1st ed.).
7. Foxall, G.R. (2015). *The Routledge Companion to Consumer Behaviour*. New Delhi: UK: Routledge.

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.

