

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: II
Syllabus with Effect From: November/December-2018

Paper Code: UB02SCOM22	Total Credit: 3
Title Of Paper: Personal Selling and Salesmanship	

Objective: The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.

Unit	Description of Detail	Weighting (%)
I	Introduction to Personal Selling Nature and importance of personal selling, myths of selling, Difference between Personal Selling, Salesmanship and Sales Management, Characteristics of a goodsalesman, types of selling situations, types of salespersons, Career opportunities in selling, Measures for making selling an attractive career	25%
II	Buying Motives Concept of motivation, Maslow's theory of need hierarchy; Dynamic nature of motivation; Buying motives and their uses in personal selling	25%
III	Selling Process Prospecting and qualifying; Pre-approach; Approach; Presentation and demonstration; handling of objections; Closing the sale; Post sales activities.	25%
IV	Sales Reports: reports and documents; sales manual, Order Book, Cash Memo; Tour Diary, Daily and Periodical Reports; Ethical aspects of Selling	25%

Basic Text & Reference Books:-

- Spiro, Stanton, and Rich, *Management of the Sales force*, McGraw Hill.
- Rusell, F. A. Beach and Richard H. Buskirk, *Selling: Principles and Practices*, McGraw Hill
- Futrell, Charles, *Sales Management: Behaviour, Practices and Cases*, The Dryden Press.
- Still, Richard R., Edward W. Cundiff and Norman A. P. Govoni, *Sales Management: Decision Strategies and Cases*, Prentice Hall of India Ltd., New Delhi,
- Johnson, Kurtz and Schueing, *Sales Management*, McGraw Hill
- Pedesson, Charles A. Wright, Milburn d. And Weitz, Barton A., *Selling: Principles and Methods*, Richard, Irvin
- Kapoor Neeru, *Advertising and personal Selling*, Pinnacle, New Delhi.
- Salesmanship and Publicity, Rustom S. Davar, Shorab R. Davar, Nusil R. Davar Vikas Publishing House Pvt. Ltd