

**SARDAR PATEL UNIVERSITY**  
**B.Com. Semester: II**  
**Syllabus with Effect From: November/December-2019**

<b>Paper Code: UB02SCOM52</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Personal Selling and Salesmanship</b>	

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

**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