



FACULTY OF COMMERCE & MANAGEMENT

COURSE CODE

COURSE TITLE

UOE014

SELLING SKILLS

(Open Elective | School of Commerce)

L	T	P	CR	Evaluation Scheme (L T P)			
				Component	Exam	Wt. (%)	Mini. Passing %
2	-	-	2	Theory (100)	FA	100	40%
Min. 30 Hrs			Min. 30 Hrs				

Course Description:

The Selling Skills course is designed to equip undergraduate students with essential skills and techniques needed to excel in the art of selling products or services. The course focuses on developing effective communication, persuasion, and relationship-building abilities, along with an understanding of consumer behavior. Students will learn the principles of successful selling in various contexts, including face-to-face interactions and virtual sales environments. The course emphasizes practical exercises, role-playing, and case studies to enhance students' selling capabilities and confidence.

Course Learning Outcomes (CLOs):

At the end of the course students will be able to –

CLO1	Explain² basic concepts and principles of selling and its role in business.
CLO2	Recognize² customer needs, motives and buying behaviour tailor sales approaches accordingly.
CLO3	Develop⁶ persuasive techniques and use selling process effectively to influence buying decisions positively.
CLO4	Demonstrate³ relationship-building skills to foster long-term customer loyalty, ethical conduct and professionalism in selling practices.

Unit	Practical Contents	Hours
I	Introduction to Selling Skills: Definition Nature & Importance of Personal Selling in Business; Difference between Personal Selling, Salesmanship & Sales Management, Theories of Selling; Traits of Successful Sales Professionals, Types of Selling Situations, Types of Salespersons, Limitations of Salesmanship.	8
II	Buying Motives and Sales Force Management: Consumer Behaviour – Definition, Factors influencing Buying Behaviour, Buying Process, Industrial Buying Behaviour –Meaning & Process; Concept of Motivation, Maslow's Theory of Need Hierarchy, Dynamic Nature of Motivation; Buying Motives: Buying Motives & Their Uses in Personal Selling; Sales Force Management: Importance of Motivation to Salesforce, Recruitment & Selection Process of Salesman.	8
III	Introduction to Selling Process: Prospecting & Qualifying: Need and Methods; Pre approach: Sales Knowledge; Approach – Sales Presentation- Methods, Elements & Demonstration; Handling Objections: Categories & Techniques; Negotiation Styles & Techniques Closing the Sale: Techniques; Post Sale Follow-up & Activities, Communication for Relationship Building-Strategies for Building & Maintaining Long-Term Customer Relationships;	8
IV	Sales Territory & Sales Reports: Sales Territory Concept, Reasons for Establishing Sales Territories, Procedure for Setting Up Sales Territories; Selling Techniques for Online & Remote Interactions – Use of Technology & Strategies; Sales Reports & Documents; Sales Manual, Order Book, Cash Memo; Tour Diary, Daily & Periodical Reports; Ethical Aspects of Selling.	8

Assessment	Weight (%)	Intended course learning outcomes to be assessed (Please tick as appropriate)			
		CLO1	CLO2	CLO3	CLO4
Formative Assessment (Practical)	100%	√	√	√	√

Handwritten signature and date: 10/8/2023

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