

SALESMANSHIP (831)
JOB ROLE: SALES EXECUTIVE
CLASS XI- XII (SESSION 2019-2020)

1. COURSE OVERVIEW:

The course is designed to facilitate learning the essentials of salesmanship. Design of the course shall aid in developing skills required in planning and executing sales process. Personal selling process along with fundamentals of sales management shall direct the learning process and will ensure efficient and effective understanding and performance in all spheres of selling.

2. OBJECTIVES OF THE COURSE:

In this course, the students will be introduced to the fundamental concepts of Salesmanship and the career opportunities available in this field. This course provides an insight to the students regarding various issues associated with sales like creation and growth of demand, guiding buyers and building up goodwill and reputation of sellers with the help of essential concepts of salesmanship. Class participation would be fundamental for the development of transferrable skills.

Followings are the main objectives of this course.

- To familiarize the students regarding various dimensions of salesmanship and career opportunities available in these fields.
- To develop practical understanding among the students associated with salesmanship through classroom discussion/ participation and projects.
- To develop transferrable skills among the students for managing sales operation efficiently so that they could be ready to join the sales functions in any organization.
- To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career for the growth.
- To provide brief insight about personal selling and its stages, meaning and importance of knowledge of industry and company product and customers and other key dimensions of sales management like sales organization, motivation and compensation.

3. SALIENT FEATURES OF THE COURSE

- Salesmanship is originally an important leg of promotion in marketing.
- Salesmanship has existed for ages and is time format of selling.
- Salesmanship provides an opportunity to the seller to become brand ambassador of the product.
- It involves face to face direct interaction with the buyers and ensures a human connect.
- It ensures identification of prospective buyers, facilitates buying process and ensures repeat buying by maintaining good relations.
- Salesmanship bridges the knowledge gap between the sellers and buyers and makes information available to the buyers and enhances their understanding about the products and market.

4. Curriculum

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skill subject along with general education subjects.

Theory	60 marks
Practical	40 marks
Total Marks	100 marks

The unit-wise distribution of periods and marks for Class XI is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills – III	13	10
	Unit 2: Self-management Skills - III	09	
	Unit 3: Information and Communication Technology Skills - III	06	
	Unit 4: Entrepreneurial Skills - III	16	
	Unit 5: Green Skills - III	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Introduction to Marketing	20	10
	Unit 2: Marketing Environment	20	10
	Unit 3: Marketing Segmentation, Targeting & Positioning	30	10
	Unit 4: Fundamentals of Marketing Mix	20	10
	Unit 5: Consumer Behavior	30	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	220	100

Part B: Vocational Skill

S.No	Unit	Session
1.	Introduction to Marketing	<ul style="list-style-type: none">• Meaning, Nature, Objectives, Scope & Importance of Marketing.• Difference between Marketing & Selling.• Marketing Philosophies.
2.	Marketing Environment	<ul style="list-style-type: none">• Meaning and Importance.• Macro Environment Factors.• Micro Environment Factors
3.	Marketing Segmentation, Targeting & Positioning	<ul style="list-style-type: none">• Meaning & Importance of Segmentation.• Bases of Market Segmentation.• Meaning and Need for Targeting.• Types of Targeting.• Meaning & Need for Positioning.• Positioning Strategies.
4.	Fundamentals of Marketing Mix	<ul style="list-style-type: none">• Meaning and Importance of Marketing Mix.• Marketing Mix Components — Service Sector & Consumer Goods
5.	Consumer Behaviour	<ul style="list-style-type: none">• Meaning and Importance of Consumer Behaviour.• Factors Affecting Consumer Buying Behaviour.• Roles of Buying Behaviour.• Stages of Buying Behaviour.

The unit-wise distribution of periods and marks for Class XII is as follows:

	Units	No. of Hours for Theory and Practical 220	Max. Marks
Part A	Employability Skills		
	Unit 1: Communication Skills - IV	13	10
	Unit 2: Self-management Skills - IV	09	
	Unit 3: Information and Communication Technology Skills - IV	06	
	Unit 4: Entrepreneurial Skills - IV	16	
	Unit 5: Green Skills - IV	06	
	Total	50	10
Part B	Vocational Skills		
	Unit 1: Product	25	10
	Unit 2: Price Decision	25	10
	Unit 3: Place Decision: Channels of Distribution	25	10
	Unit 4: Promotion	25	10
	Unit 5: Emerging Trends in Marketing	20	10
	Total	120	50
Part C	Practical		
	Project		10
	Viva		10
	Practical File		10
	Demonstration of Skill Competency		10
	Total	50	40
	Grand Total	250	100

Part B:

S. No.	Unit	Sessions
1.	Product	<ul style="list-style-type: none">• Meaning & Importance of Product.• Classification of Product.• Product Life Cycle – Concept & Stages.• Role of Packaging & Labeling.
2.	Price Decision	<ul style="list-style-type: none">• Meaning and Importance of Price.• Factors Affecting Pricing.• Types of Pricing.
3.	Place Decision: Channels of Distribution	<ul style="list-style-type: none">• Meaning & Importance of Place.• Types of Distribution.• Factors affecting the choice of Channels of Distribution.• Functions of intermediaries.
4.	Promotion	<ul style="list-style-type: none">• Meaning & Need of Promotion.• Elements of Promotion Mix.• Factors affecting the selection of Promotion.
5.	Emerging Trends in Marketing	<ul style="list-style-type: none">• Service Marketing.• Online Marketing.• Social Media Marketing.

5. LIST OF EQUIPMENT AND MATERIALS

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

1. Computer
2. LCD Projector
3. Projection Screen
4. White/Black Boards
5. Chart paper and Sketch pens

6. PRACTICAL GUIDELINES

A. Practical Guidelines of Class XI

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum of School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should be separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- Two examiner will be assigned for the conduct and assessment of Practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum.
- In the assessment and award of marks, follow strictly the marking Scheme which is given in the list of practical i.e. provided to the Examiners/Schools at the time of Examination.
- Marks awarded for Project / Practical activities, for viva, for project and for Practical files must be separately shown on the answer-book as the total.
- If irregularities are perceived by the examiner in the conduct of the Practical Examination these should be included in the examiner's report and should be sent to the Asstt. Secretary (A.B. Cell) within three days after the end of practical examination.
- Award lists should be signed by the examiner and should be sent separately through messenger/personally in a double sealed cover and not mixed with the Answer-books. The answer-books can be delivered personally in the Board's office.

4. Procedure for Assessment of practical project work in (Total 40 marks)

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads: -

- Skill demonstration – (Practical in class) 10
- Viva: 10
- Project work/ Power point Presentation : 20

CLASSROOM ACTIVITIES

Activity 1 : Students in a group of 4-5 should enact a role play of 5 minutes for a recent purchase made by them at a store (for jewelery, grocery, books, mobile).

Activity 2 : Students should demonstrate selling any product of choice to the class. This is an individual activity.

FIELD VISITS

In field visits, students will go outside the classroom to gather specific information/ skills from experts/ teachers and/or to observe the health care facilities/take part in community activities.

Demonstration Skill: Students in a group of 4-5 demonstrate motivating a low performing and de-motivated salesman with the help of presentation.

Project Work: Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the **Curriculum**. Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

Viva : The teacher conducting the final practical examination may ask verbal questions related to the curriculum. Viva voce allows student to demonstrate communication skills and content knowledge. Audio or video recording can be done at the time of viva voce. Viva voce should also be conducted to obtain feedback on the student's experiences and learning during the project work/field visits

B. Practical Guidelines of Class XII

1. MINIMUM PASS MARKS

The Minimum number of marks required to pass as per the **Examination Cell Guidelines**.

2. Marks for record, Viva Project etc., in respect of Secondary School Curriculum of School Certificate Examination:

Marks allotted for laboratory Record, Viva Voice etc., should be separately stated in the answer book (if answer-Books are used) and added to the marks given for other items. The projects and the practical records, duly punched should be returned to the students concerned immediately after evaluation.

3. Assessment of performance.

- Two examiner will be assigned for the conduct and assessment of Practical Examination by the school. Question to be more of general nature, based on project work and as per the curriculum.
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- Skill demonstration – (Practical in class) 10
- Viva: 10
- Project work/ Power point Presentation : 20

CLASSROOM ACTIVITIES

Activity 1 : Students in a group of 4-5 shall interview a salesman and present the report in class. This activity shall need two sessions. In one session briefing can be done and in other presentations from selected groups can be made.

Activity 2 : Students in a group of 4-5 shall identify ways to identify prospective customers for a daily newspaper and present.

FIELD VISITS

In field visits, students will go outside the classroom to gather specific information/ skills from experts/ teachers and/or to observe the health care facilities/take part in community activities.

Skill demonstration: Students in a group of 4 present demonstration of a product (eg. water purifier /laptop/mobile) to the class

Project Work: Students should make a project file. The marks can be allocated based on the quality of work done by the students as per the **Curriculum**.

Individual / Group project to assess the practical skills on a certain time period or timeline. Project work should be given on the basis of the capability of the individual to perform the tasks or activities involved in the project. Projects should be discussed in the class and the teacher should periodically monitor the progress of the project and provide feedback for improvement and innovation. Field visits should be organized as part of the project work. Small-group discussions may be organized to prepare presentations or reports of the observations. Project work should be assessed on the basis of practical file or student portfolio.

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5. Career Opportunities

Sales as a functional domain offers immense career opportunities to all age group of people irrespective of qualification, gender, race and religion. Following career opportunities are available in this field. Students can make their career in any field based on their interest and suitability in

- Missionary selling
- Technical selling
- Creative selling
- Trade selling
- Consultative selling
- Developmental selling

6. Vertical Mobility for BBA / B.Com in Universities

At BBA/B.Com level, students may start their career as a business executive and they can reach at managerial level over the period of time. For the career progression, following career options are available in sales field.

- Sales executives
- Business developmental executives
- Sales engineer
- Medical representative
- Sales agents
- Manufacturer representative