

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2022-2023

SALESMANSHIP (Subject Code - 831)

JOB ROLE: SALES EXECUTIVE

CLASS – XI & XII

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.

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.

SALIENT FEATURES:

- 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.

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

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

VERTICAL MOBILITY:

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

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 Skills subject along with other subjects.

SALESMANSHIP (SUBJECT CODE 831)

CLASS –XI (SESSION 2022-23)

Total Marks: 100 (Theory - 60 + Practical - 40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-III	13	2
	Unit 2 : Self-Management Skills-III	07	2
	Unit 3 : ICT Skills-III	13	2
	Unit 4 : Entrepreneurial Skills-III	10	2
	Unit 5 : Green Skills-III	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Salesmanship	20	10
	Unit 2: Essentials of Sales	35	15
	Unit 3: Preliminary Stages of Personal Selling Process	40	10
	Unit 4: Advance Stages of Personal Selling Process	35	15
	Total	130	50
Part C	Practical Work		
	Project	60	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		10
	Total		60
	GRAND TOTAL	260	100

NOTE: The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

CURRICULUM FOR CLASS XII FOR SESSION – 2022-23
Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV*	13	-
	Unit 2 : Self-Management Skills- IV	07	3
	Unit 3 : ICT Skills- IV	13	3
	Unit 4 : Entrepreneurial Skills- IV	10	4
	Unit 5 : Green Skills- IV*	07	-
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Sales Organization	20	10
	Unit 2: Inside Selling/ Store Based Selling	35	15
	Unit 3: Field Selling	40	20
	Unit 4: Motivation & Compensation for Salesperson	35	15
	Total	130	60
Part C	Practical		
	Project	50	10
	Viva		05
	Practical File		15
	Demonstration of Skill Competency		10
	Total		50
GRAND TOTAL		220	100

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV*	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV*	07
	TOTAL DURATION	50

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Product	25
2.	Unit 2: Price Decision	25
3.	Unit 3: Place Decision: Channels of Distribution	25
4.	Unit 4: Promotion	25
5.	Unit 5: Emerging Trends in Marketing	20
	TOTAL DURATION	120

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
UNIT-1 Sales Organization	Session 1: Sales Organization	Theory Session: 1) Introduction 2) Importance of Sales Organization 3) Functions and factors effecting sales structure 4) Types of Sales Organization
UNIT-2 Inside/Store Based selling	Session 1: Introduction to store base selling	Theory Session: 1) Introduction 2) Retailing in India 3) Retail Formats in India Activity :- Take 2 stores each of all different formats visit them and identify their store layout, display and no. of sales.
	Session 2: Salesman as a Facilitator and career in store	Theory Session: 1) Functions of Facilitator 2) Sales career in Retail 3) Retail in-store product demonstrator Activity :- During visit to different stores. Identify the roles performed by the salesman. a.)Facilitator b.)Demonstrator c.)Administrator
UNIT 3 - Field Selling	Session 1: Sales Territories	Theory Session: 1) Introduction 2) Purpose of establishing Sales Territories 3) Procedures for setting up or revising sales territories
	Session-2 - Sales Quotas	Theory Session:* 1) Introduction* 2) Need of quotas* 3) Factors to be considered while fixing sales quotas* 4) Procedures for setting sales volume quotas* 5) Type of quotas and quotas setting procedures* Activity :- Prepare – PPT or report - • You can become more profitable: Sales quotas facilitate data-driven decision making that, on average, can make your

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
		<p>company 5% more productive and 6% more profitable than your competitors. *</p> <ul style="list-style-type: none"> Motivate your employees: If the sales quotas you set for your sales reps are challenging yet attainable, then it will motivate them to perform at their best. Setting proper stretch goals can create a lot of momentum and energy in your organization. *
	Session-3 -Field Selling	<p>Theory Session:</p> <ol style="list-style-type: none"> Introduction Activities in field selling
Unit 4- Motivation and Compensation for salesperson	Session-1 Components of Motivation	<p>Theory Session:</p> <ol style="list-style-type: none"> Introduction Dimensions of motivation Characteristics of motivated salesman Importance of motivation in salesmanship <p>Activity :- Identify motivated/unmotivated salespeople at different level in manufacturing and service industries and gather information regarding them.</p>
	Session-2 Compensation Rewards	<p>Theory Session:</p> <ol style="list-style-type: none"> Introduction Financial Compensation Rewards <p>Activity :- Prepare a list of different types of compensation rewards offered salesmen engaged in sales of products/services in different industries</p>
	Session-3- Non-Compensation Rewards	<p>Theory Session:</p> <ol style="list-style-type: none"> Introduction Type of Non-Compensation Rewards <p>Activity :- Identify different types of Non- Compensation Rewards offered by the manufacturing or service industries to their salesman under motivation plan. Note down their result in form of new orders of increased sales.</p>

***NOTE: To be assessed through practical only not in theory. Project work can also be given in the related topics.**

PRACTICAL GUIDELINES FOR CLASS XI

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF). Question for the viva examinations should be conducted by two examiners (internal). Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

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

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -15 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Student may present him / her as personal seller is likely to carry the bulk of the promotional load when:
 - a) The market is concentrated either geographically, or in a few industries, or a few large customers.
 - b) The product has a high unit value, is quite technical in nature, or requires a demonstration.
 - c) The product must be fitted to an individual customer's need; as in the case of securities or insurance.
 - d) The sale involves a trade-in. e) the product is in the introductory stage of its life cycle.

- f) The organization does not have enough money for an adequate advertising campaign and as a seller prepare and plan of selling
2. Prepare a project as salesman of health product and how to gather knowledge about other market players in the industry. Also gather knowledge about the product-line of the company and knowledge about the policies of the company are helpful in enhancing sales activities.
 3. Project on create “environment friendly image” of the company.
 4. Student may introduce him/her as a salesman of a cosmetic product to a new customer in the shop. And sell the product without spending more time.
 5. Project on methods will you follow for prospecting in the sales of following products:
(a) Personal product (b) Luxury product (c) Washing Machine
 6. Role play on sales technique.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.

PRACTICAL GUIDELINES FOR CLASS XII

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF) . Question for the viva examinations should be conducted by two examiners (internal). Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

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

Project -10 marks

Projects for the final practical is given below .Student may be assigned

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the Curriculum

Practical File -15 Marks

Students to make a power point presentation / assignment / practical file / report. Instructor shall assign them any outlet to study the elements in retailing.

Suggested list of Practical –

1. Role playing by each student as salesman with some other student playing the role of customer. Teacher concerned to assess the performance and external examiner to give his award on the basis of oral questions.
2. Preparation of sales presentation plan by each student on the basis of selected products to be sold and type of customers to be called upon.
3. Ascertaining through interview of outdoor Salesman (living or working nearby) the important steps which they follow in sales presentation and preparation of report thereon.

Demonstration of skill competency in Lab Activities -10 marks

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- e) Introduction,
- f) Identification of core and advance issues,
- g) Learning and understanding and
- h) Observation during the project period.