

# CBSE | DEPARTMENT OF SKILL EDUCATION

## CURRICULUM FOR SESSION 2023-2024

---

### **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 transferable 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 transferable 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 the 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 connection.
- It ensures identification of prospective buyers, facilitates the 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 a period of time. For the career progression, following career options are available in sales field:

- Sales executives
- Business development 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 2023-24)

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

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
<b>Part A</b>	<b>Employability Skills</b>		
	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
	<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Subject Specific Skills</b>		
	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
	<b>Total</b>	<b>130</b>	<b>50</b>
<b>Part C</b>	<b>Practical Work</b>		
	Project	60	10
	Viva		05
	Practical File		15
	Demonstration of skill competency via Lab Activities		10
	<b>Total</b>		<b>60</b>
	<b>GRAND TOTAL</b>	<b>240</b>	<b>100</b>

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

**DETAILED CURRICULUM/TOPICS:****Part-A: EMPLOYABILITY SKILLS**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit 1: Communication Skills-III	13
2.	Unit 2: Self-Management Skills-III	07
3.	Unit 3: ICT Skills-III	13
4.	Unit 4: Entrepreneurial Skills-III	10
5.	Unit 5: Green Skills-III	07
	<b>TOTAL DURATION</b>	<b>50</b>

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

**Part-B: SUBJECT SPECIFIC SKILLS(Class XI)**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit 1: Salesmanship	20
2.	Unit 2: Essentials of Sales	35
3.	Unit 3: Preliminary Stages of Personal Selling Process	40
4.	Unit 4: Advance Stages of Personal Selling Process	35
	<b>TOTAL DURATION</b>	<b>130</b>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
<b>UNIT 1 - Salesmans hip</b>	Session 1: Introduction to Personal Selling	<b>Theory Session:</b> 1) Introduction 2) Meaning and Definition of Personal 3) Nature of Personal Selling 4) Need and Importance of Personal Selling  <b>Activity: -</b> Take a company of your choice and understand its complete communication mix and analyze the effect of mass communication and personal communication (personal selling) activities adopted.
	Session 2: Approaches to Personal Selling	<b>Theory Session:</b> 1) Approach 1: Stimulus Response Selling 2) Approach 2: Mental State Selling 3) Approach 3: Need Satisfaction Selling 4) Approach 4: Problem Solving Selling 5) Approach 5: Consultative Selling  <b>Activity: -</b> Enlist and visit 5 retailers in your vicinity that sell products only and another 5 that sell services only. Identify the approach applicable in each case
	Session 3: Salesmanship	<b>Theory Session:</b> 1) Introduction to Salesmanship 2) Selling Functions
	Session 4: Qualities of a Salesperson	<b>Theory Session:</b> 1) Characteristics of a successful salesman 2) Qualities of a salesperson  <b>Activity: -</b> Enlist the qualities of salesperson that have helped you in making a purchase decision
<b>UNIT 2 - Essentials of Sales</b>	Session 1: Knowledge of industry and company	<b>Theory Session:</b> 1) Introduction 2) Benefits of acquiring Knowledge to salesmen 3) Knowledge of Industry 4) Knowledge of Company  <b>Activity: -</b> Identify different manufacturing and service industries and gather information regarding them from various sources. Prepare a list of various policies of a manufacturing and a service firm to be used in sales presentation.

	Session 2: Knowledge of products/ services	<b>Theory Session:</b> 1) Introduction 2) Meaning of Products Goods & Services 3) Categories of products 4) Product features to be highlighted by the salesperson  Activity: - Prepare a sales presentation enlisting various features of products/ services being sold.
	Session 3: Knowledge of customers	<b>Theory Session:</b> 1) Different types of consumers in sales 2) Benefits of knowledge of customers  Activity: - Identify different types of customers for manufacturing or service industries. Prepare a sales presentation addressing their mindset, and convert them into buyers.
<b>UNIT 3 - Preliminary Stages of Personal Selling Process</b>	Session 1: Meaning and Definition of Prospecting	<b>Theory Session:</b> 1) Introduction 2) Importance of Prospecting 3) Characteristics of prospects 4) Methods of Prospecting
	Session-2 - Meaning of Pre-Approach	<b>Theory Session:</b> 1) Meaning of Pre-Approach 2) Importance of Pre-Approach 3) Sources of Information in Pre-Approach
	Session-3 - Meaning of Approach	<b>Theory Session:</b> 1) Meaning of Approach 2) Importance of Approach 3) Methods of Approach
<b>UNIT 4 - Advance Stages of Personal Selling Process</b>	Session 1: Demonstration & Presentation	<b>Theory session:</b> 1) Introduction 2) Presentation 3) Identification of sales presentation methods 4) Types of sales presentations 5) Benefits of sales presentation 6) Essential features of good presentation 7) Matching presentation methods with situations 8) Demonstration 9) Significance of demonstration 10) Essential of a good demonstration 11) Types of demonstration

		<p>Activity: - Go to an automobile dealer outlet and observe the process of presentation and demonstration the salesman employs to sell a car. Identify if there are differences in approach while selling high priced or economical cars.</p>
	<p>Session 2: Objection Handling</p>	<p><b>Theory session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Definition</li> <li>3) Reasons for objection</li> <li>4) Objections and excuses</li> <li>5) Handling objections</li> <li>6) Procedure for handling objections</li> <li>7) Objection handling methods</li> <li>8) Some common objections</li> </ol> <p>Activity: - Visit a mall and observe the common objections raised by customers while purchasing branded shirts.</p>
	<p>Session 3: Closing Sale: Techniques of Closing Sale</p>	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Importance of close</li> <li>3) Reasons of failure to close</li> <li>4) Pre-requisites for successful closing</li> <li>5) Methods of successful close</li> </ol> <p>Activity: - Visit a mall and observe at least five salespersons in different stores and list the method employed for closing the deal.</p>
	<p>Session 4: After Sale Services</p>	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Importance of after sales service</li> <li>3) Steps in after sales service techniques</li> </ol> <p>Activity: - Interview at least five salespersons and ask them the widely used methods in the after sales service of consumer durables.</p>

# **CURRICULUM FOR CLASS XII FOR SESSION – 2023-24**

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

	<b>UNITS</b>	<b>NO. OF HOURS for Theory and Practical</b>	<b>MAX. MARKS for Theory and Practical</b>
<b>Part A</b>	<b>Employability Skills</b>		
	Unit 1: Communication Skills-IV	13	2
	Unit 2: Self-Management Skills- IV	07	2
	Unit 3: ICT Skills- IV	13	2
	Unit 4: Entrepreneurial Skills- IV	10	2
	Unit 5: Green Skills- IV	07	2
	<b>Total</b>	<b>50</b>	<b>10</b>
<b>Part B</b>	<b>Subject Specific Skills</b>		
	Unit 1: Sales Organization	20	10
	Unit 2: Inside Selling/ Store Based Selling	35	15
	Unit 3: Field Selling	40	10
	Unit 4: Motivation & Compensation for Salesperson	35	15
	<b>Total</b>	<b>130</b>	<b>50</b>
<b>Part C</b>	<b>Practical</b>		
	Project	60	10
	Viva		05
	Practical File		15
	Demonstration of Skill Competency		10
	<b>Total</b>		<b>60</b>
	<b>GRAND TOTAL</b>	<b>240</b>	<b>100</b>

## **DETAILED CURRICULUM/TOPICS:**

### **Part-A: EMPLOYABILITY SKILLS**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
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
	<b>TOTAL DURATION</b>	<b>50</b>

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

### **Part-B: SUBJECT SPECIFIC SKILLS(Class XII)**

<b>S. No.</b>	<b>Units</b>	<b>Duration in Hours</b>
1.	Unit 1: Sales Organization	20
2.	Unit 2: Inside Selling/ Store Based Selling	35
3.	Unit 3: Field Selling	40
4.	Unit 4: Motivation & Compensation for Salesperson	35
	<b>TOTAL DURATION</b>	<b>130</b>

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
<b>UNIT 1 - Sales Organization</b>	Session 1: Sales Organization	<b>Theory Session:</b> 1) Introduction 2) Importance of Sales Organization 3) Functions and factors affecting sales structure 4) Classification of Sales Organizations
<b>UNIT 2 - Inside Selling /Store Based selling</b>	Session 1: Introduction to store-based selling	<b>Theory Session:</b> 1) Introduction 2) Retailing in India 3) Retail Formats in India  <b>Activity: -</b> Take 2 stores each of all different formats visit them and identify their store layout, display and no. of salespersons involved.
	Session 2: Salesman as a Facilitator and career in store	<b>Theory Session:</b> 1) Functions of Facilitator 2) Sales career in Retail 3) Retail in-store product demonstrator  <b>Activity: -</b> During a visit to different stores, identify the roles performed by the salesman. a.) Facilitator b.) Demonstrator c.) Administrator
<b>UNIT 3 - Field Selling</b>	Session 1: Sales Territories	<b>Theory Session:</b> 1) Introduction 2) Purpose of establishing Sales Territories 3) Procedures for setting up or revising sales territories
	Session-2: Sales Quotas	<b>Theory Session:</b> 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  <b>Activity: -</b> Prepare – PPT or report -  <ul style="list-style-type: none"> <li>You can become more profitable: Sales quotas facilitate data-driven decision making that, on average, can make your</li> </ul>

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"> <li>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.</li> </ul>
	Session-3: Field Selling	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Activities in field selling</li> <li>3) Essential Pre-requisites in the case of field sales personnel</li> </ol>
<p><b>UNIT 4 - Motivation and Compensation for salesperson</b></p>	Session-1: Components of Motivation	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Dimensions of motivation</li> <li>3) Characteristics of motivated salesman</li> <li>4) Importance of motivation in salesmanship</li> </ol> <p>Activity: - Identify motivated/unmotivated salespeople at different levels in manufacturing and service industries and gather information regarding them.</p>
	Session-2: Compensation Rewards	<p><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Financial Compensation Rewards</li> </ol> <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><b>Theory Session:</b></p> <ol style="list-style-type: none"> <li>1) Introduction</li> <li>2) Type of Non-Compensation Rewards</li> </ol> <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>

## **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). Questions for the viva examinations should be conducted by two examiners (internal). Question to be more of General nature, project work or the curriculum. Investigatory Projects, especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while projects 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 are 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 PowerPoint 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 a plan of selling.
2. Prepare a project as a salesman of health products 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 creating an “environment friendly image” of the company.
  4. Students 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:**

In class XII: One Internal and one External examiner, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF). Questions for the viva examinations should be conducted by two examiners (internal & external). Question to be more of General nature, project work or the curriculum. Investigatory Projects, especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while projects 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 are 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 PowerPoint 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:

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