

# MKT 250: Fundamentals of Selling

*Full Marks: 100*

*Pass Marks: 35*

*Lecture Hours: 150*

## **Course Objectives**

This course aims to provide knowledge to the students about effective techniques of selling and developing practical skills in selling job. An additional attempt has been made to familiarize the students with the sales force management technique.

## **Course Description**

This course contains introduction, understanding, sales process, communication and transactional analysis in sales jobs, buyer behavior and buying process, building future sales and customer relations, managing sales force in the organization, arrangement of sales territories, arrangement of sale quotas, international sales, evaluating, supervising and controlling sales and sales personnel.

## **Learning Outcomes:**

On the completion of this course, students will be able to:

- identify the nature, meaning, concept and role of selling;
- handle the sales process efficiently and understand the role of communication in selling job;
- have a broad knowledge about buyer's behavior and method of establishing goodwill;
- design of sales force, recruitment and selection;
- identify the buyers in foreign markets and handle better about sales evaluations, supervision and control.

## **Course Content:**

### **Unit 1: Introduction**

**17 LHs**

Nature and meaning of selling; Marketing concept of selling concept; Role of selling in society and in firm; Duties of sales representative; Types of job; Essential knowledge for successful selling; and Qualifications for success in sales job.

### **Unit 2: Understanding Sales Process**

**17 LHs**

Pre-sale preparations; Prospecting and qualifying potential customers; Pre-and qualifying potential customers; Pre-approach planning; Approaching the prospects; Sales presentation

and product demonstration; Handling customers objections; Closing the sales; and Follow-up action.

**Unit 3: Communication and Transactional Analysis in sales Job      13 LHs**

Meaning and process of communications; Two way communications: listening and questioning; Verbal and non-verbal communications; Transactional analysis- concepts and methods of analysis; Hooking the adult ; Role of Communications in Selling Job; and Factors affecting effective communication.

**Unit 4: Buyer Behavior and buying Process      13 LHs**

Meaning of buyer behavior; Types of buyer- Individual buyer and Industrial buyer; Individual buying process; Factors affecting buying decisions; Organizational buying process; Collecting information about buyers; and Costumer care and satisfaction.

**Unit 5: Building future sales and customer Relations      15 LHs**

Developing goodwill- meaning and importance; Methods of establishing goodwill; Methods of improving relations with the non- buyers; Understanding the nature of after-sale or post-sales services to the costumers- knowledge about the use of products;Adequacy of product information;Need for help and nature of services by the costumer and understanding the promises (warranty and guarantee);Handling customers- need for handling customers' complaints and methods of handling customers complaints.

**Unit 6: Managing Sales force in the organization      15 LHs**

Meaning of tasks and sales force management; Designing the sales; Recruitment and selection of sales force; and Challenges in sales force and selection.

**Unit 7: Arrangement of Sales Territories      11 LHs**

Meaning of sales territory; Need for establishing sales territories; Reasons for not having sales territories ; Elements of territory management; account analysis developing account objectives, territory allocation ,customers sales planning, scheduling and routing, territory and customer evaluation.

**Unit 8: Arrangement of Sales Quotas      11 LHs**

Meaning and objective of sales quotas; establishing sales quotas; Types of sale quotas; Methods of setting sales quotas; and Problems of establishing sales quotas.

**Unit 9: International Sales****13 LHs**

Introduction; Sales opportunities abroad; Identifying buyers in foreign market; Difficulties in selling abroad; Major tools in international sales: Internet marketing/ e-marketing, referral marketing and direct marketing.

**Unit 10: Supervising, evaluating, and controlling Sales and Sales Personnel 15 LHs**

Meaning and needs of sales supervision evaluation, and control; Process of sales control; Tools of sales control and analysis - sales audit, market audit; Sales force expense and analysis; Marketing cost analysis; Classification of marketing expenses; Credit control; Market share analysis; Budgetary control; Ratio analysis; Management (MBO); and Controlling sales personnel through supervision and evaluation.

**Project Work****10 LHs**

After the completion of fourth year concentration classes, the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers shall have to discuss with the students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

**Suggested Readings**

Pederson, Carlton A., Wright, M.D., and Wright, B.A. *Selling: principles and methods*, India, Richard D. Irwin.

Cooper, Simon, *Selling: principles, practice and management*, London, Pitman Publishing.

Still, Richard R., Cundiff, Edward W., Bovoni, and Norman, A.P., *Sales management: decisions, strategies and cases*, New Delhi, Prentice Hall of India.