

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2024-2025

SALESMANSHIP (Subject Code - 831)

JOB ROLE: SALES EXECUTIVE

CLASS – XI

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 opting for skills subject along with other subjects.

SALESMANSHIP (SUBJECT CODE - 831)

CLASS – XI (SESSION 2024-25)

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	40
	GRAND TOTAL	240	100

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**

S. No.	Units	Duration in Hours
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
TOTAL DURATION		50

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)

S. No.	Units	Duration in Hours
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
TOTAL DURATION		130

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
UNIT 1 - Salesmanship	Session 1: Introduction to Personal Selling	Theory Session: <ol style="list-style-type: none"> 1) Introduction 2) Meaning and Definition of Personal 3) Nature of Personal Selling 4) Need and Importance of Personal Selling <p>Activity: - 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.</p>
	Session 2: Approaches to Personal Selling	Theory Session: <ol style="list-style-type: none"> 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 <p>Activity: - 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</p>
	Session 3: Salesmanship	Theory Session: <ol style="list-style-type: none"> 1) Introduction to Salesmanship 2) Selling Functions
	Session 4: Qualities of a Salesperson	Theory Session: <ol style="list-style-type: none"> 1) Characteristics of a successful salesman 2) Qualities of a salesperson <p>Activity: - Enlist the qualities of salesperson that have helped you in making a purchase decision</p>
UNIT 2 - Essentials of Sales	Session 1: Knowledge of industry and company	Theory Session: <ol style="list-style-type: none"> 1) Introduction 2) Benefits of acquiring Knowledge to salesmen 3) Knowledge of Industry 4) Knowledge of Company <p>Activity: - 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.</p>

	Session 2: Knowledge of products/ services	Theory Session: 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	Theory Session: 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.
UNIT 3 - Preliminary Stages of Personal Selling Process	Session 1: Meaning and Definition of Prospecting	Theory Session: 1) Introduction 2) Importance of Prospecting 3) Characteristics of prospects 4) Methods of Prospecting
	Session-2 - Meaning of Pre-Approach	Theory Session: 1) Meaning of Pre-Approach 2) Importance of Pre-Approach 3) Sources of Information in Pre-Approach
	Session-3 - Meaning of Approach	Theory Session: 1) Meaning of Approach 2) Importance of Approach 3) Methods of Approach
UNIT 4 - Advance Stages of Personal Selling Process	Session 1: Demonstration & Presentation	Theory session: 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>
Session 2: Objection Handling		<p>Theory session:</p> <ol style="list-style-type: none"> 1) Introduction 2) Definition 3) Reasons for objection 4) Objections and excuses 5) Handling objections 6) Procedure for handling objections 7) Objection handling methods 8) Some common objections <p>Activity: - Visit a mall and observe the common objections raised by customers while purchasing branded shirts.</p>
Session 3: Closing Sale: Techniques of Closing Sale		<p>Theory Session:</p> <ol style="list-style-type: none"> 1) Introduction 2) Importance of close 3) Reasons of failure to close 4) Pre-requisites for successful closing 5) Methods of successful close <p>Activity: - Visit a mall and observe at least five salespersons in different stores and list the method employed for closing the deal.</p>
Session 4: After Sale Services		<p>Theory Session:</p> <ol style="list-style-type: none"> 1) Introduction 2) Importance of after sales service 3) Steps in after sales service techniques <p>Activity: - Interview at least five salespersons and ask them the widely used methods in the after sales service of consumer durables.</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.