

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Syllabus	C.C. IN SALESMANSHIP (408203)						
2	Max.Nos of Student	25 Students						
3	Duration	1 year						
4	Type	Part Time						
5	Nos Of Days / Week	6 Days						
6	Nos Of Hours /Days	4 hrs.						
7	Space Required	Workshop = 200 sq feet Class Room = 200 sq feet TOTAL = 400 sq feet						
8	Entry Qualification	S. S. C						
9	Objective Of Syllabus	To train the students as a competent Salesman and Sales Assistant. Knowledge Objectives 1. Identifying customers and their needs 2. Marketing sales presentation and organizing demonstration 3. Computer basics and needs and used in selling techniques Specific Objectives 1. Receiving and attending customers 2. Handling customer objections 3. Use of Selling Aids 4. Collecting data for Marketing Intelligence 5. Use of Computers						
10	Employment Oppertunity	1. Sales Assistant\Salesman 2. Sales Representative 3. Travelling Salesman 4. Door to door salesman 5. Market Research Assistant 6. Retail Salesman 7. Delivery Salesman 8. Wholesale Salesman 9. Export Salesman 10. Tourism Salesman 11. Sales Marketing Representative 12. Wholesale dealer 13. Retailer 14. Commission Agent 15. Sales Agencies						
11	Teacher's Qualification	A professional expert having a graduation degree / diploma in marketing and salesmanship						
12	Training System	Training System Per Week						
		Theory		Practical		Total		
		6 hrs		18 hrs		24 hrs		
13	Exam. System	Sr No	Paper Code	Name of Subject	TH/PR	Hour	Max Mark	Min Mark
		1	40820311	Channel of distribution	TH-I	3Hr	100	35
		2	40820312	Marketing & Salesmanship	TH -II	3Hr	100	35
		3	40820313	Marketing & Communication	TH -III	3 He	100	35
		4	40820321	Channel of distribution	PR -I	3 Hr	100	50
		5	40820322	Marketing & Salesmanship	PR-II	3Hr	100	50
		6	40820323	Marketing & Communication	PR -III	3 Hr	100	50
				TOTAL			600	255

INTRODUCTION

Selling is one of the most important marketing activities in most organizations. The scope for selling has

increase substantially during the past few decades due to growth in the trade and industry.

Persuasive selling

skills are being used not only by organizations whose objective is to earn profit but also by non-profit

organizations because of this varied nature of the selling jobs professional selling has developed into a

specialized area of management. Recognizing its scope significance and importance

specialized salesmanship

course is designed.

SKILLS TO BE PROVIDED

- Receiving and attending customers
- Identifying and determining customer needs
- Displaying and demonstration methods
- Making Sales Promotion
- Handling credit and collection
- Salesmanship
- Knowledge of Sales Promotion Schemes
- Analyze customer motivation and behavior
- Ability to communicate effectively
- Ability to listen and understand customers location merchandise
- Ability to demonstrate the practice use of products
- Ability to explain and demonstrate the products
- Skill in assessing customers preference
- Skill of displaying goods
- Skill in packing the products

Theory & Practical - I - Channel of distribution

Unit	Theory - I Channel of distribution	Unit	Practical - I Channel of distribution
Unit -I	A] Meaning of Marketing B] Nature & Scope of Marketing C] Importance of Marketing	Unit - I	A] Sales Organizations like Super Bazaars, Departmental Stores. Ex: Food World, Giant Super Market, etc.
Unit -II	Marketing functions A] Buying and Selling B] Transportation and Storage C] Branding D] Standardization & Grading	Unit - II	B] Transport Corporation Ex: Navata, SRMT, TVS etc.
Unit -III	Selling A] Meaning and Importance B] Consumerism C] Characteristic of Consumer D] Selling Methods E] Packing and Pricing	Unit - III	C] Private and Government God owns D] Visiting to Consumer Forums Manufacturing Units
Unit -IV	a) Type of Middlemen b) Whole Seller c) Retailer d) Ware houses & importance	Unit - IV	a) Whole Sale Markets in City

Theory & Practical – II Marketing & Salesmanship

Unit	Theory - II Marketing & Salesmanship	Unit	Practical - II Marketing & Salesmanship
Unit - V	Marketing Information a) Methods of Collecting Marketing Information b) Analyzing the information for improving	Unit -V	b) Godowns in the same places c) Referring different Business Magazines and News papers Ex: Business India, Commerce, Economic Times etc.
Unit - VI	a) Concept of Salesmanship b) Functions of Salesman c) Importance of Personal Selling	Unit -VI	a) Sales Organizations and observing Sales Persons while selling the goods
Unit - VII	Salesman carrier a) Opportunities of Salesman job b) Types of Salesman c) Duties and responsibilities of salesman d) Quotation of Salesman e) Recruitment Method & Training of Salesman	Unit -VII	b) Call Centre's – Consultant offices

Theory & Practical – III Marketing & Communication

Unit	Theory - III Marketing & Communication	Unit	Practical - III Marketing & Communication
Unit-VIII	Specialized Category of Salesman a) Auction Salesman b) Expert Sales man c) Mail order sales d) Mobile Sales man	Unit-VIII	c) Auction Houses Post Offices & Courier Centre's
Unit-IX	Computer and Communication Skills of Salesman a) E-Commerce b) R-Mail c) Internet d) Fax e) Creation of Graphs f) Multimedia	Unit-IX	Practical a) Computer Institutes or Computer labs at Institutes
Unit-X	Computer Applications in specified selling situations a) Travel and tourism b) Courier of Transport c) Departmental Stores d) Super Bazaars		B) Tourism offices, Courier Offices and Departmental, Super Bazaars

REFERENCE BOOKS :-

1. Salesmanship and publicity by Rustoms, DAVAR, published by Progressive Corporation Pvt.Ltd., Bombay
2. Salesmanship Sales Management and advertising by Mr.Satyanarayana and published by VORARCO publisher Pvt.Ltd.Bombay.
3. Salesmanship by C.S.Kripatric published by D.B.Taraporvala Sons and Co.Pvt.Ltd.
4. Principles of Marketing and Salesmanship J.C.Sinha published by R.Chand and Co.Delhi.
5. Marketing and Salesmanship by Sherloker published Himalaya Publishing House
6. Salesmanship and publicity by K.S.K.Patel published by Sultan Chand and Sons,NewDelhi.
7. Marketing Salesmanship and advertising by C.N.Sartakki and R.G.Deshpande, published by Ravi Chandra Publications Belgar.
8. Marketing and Salesmanship and Management by B.K.Acharya and Govekar published by Himalaya Publishing House.
