



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc), 1st Semester
Branch: Sales and Marketing
Subject Name: Skills for effective sales
Subject Code: 1112204

**With effective
from academic
year 2021-22**

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory Marks		Practical Marks		
					ESE (E)	PA (M)	ESE (V)	PA (I)	
3	-	0	3	50	-	-	-	50	

L- Lectures; T- Tutorial; P- Practical; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Sales Management Sales Management Process, Effective Sales Managers, Classification of Personal Selling Approaches (Stimulus Response Selling, Mental States Selling, Need Satisfaction Selling, Problem-solving Selling, Consultative Selling), Sales Process, Qualifications and Skills Required for salesperson	12
2	Sales Functions Sales Forecasting, Sales Strategy, Selling Situation Contingencies, Sales Quotas and Sales Territory, Sales Organization Concepts	10
3	Directing the Salesforce Sales Leadership, Leadership Model for Sales Management, Selected Leadership Functions, Problems in Leadership, Motivation and Reward System, Guidelines for Motivating and Rewarding Salespeople	10
4	Evaluating the Performance of Salespeople Purposes of Salesperson Performance Evaluations, Salesperson Performance Evaluation Approaches, Key Issues in Evaluating and Controlling Salesperson Performance, Criteria for Performance Evaluation, Performance Evaluation Methods	10
5	Practical Project/ presentation on sales techniques employed by any company, Case Discussion with students in each module, Interview Salesperson on challenges they face on field	-
	Total	42

Reference Books:

Sr No	Author	Name of Book	Publisher	Edition
1	Ingram, LaForge, Avila, Schwepker Jr., Williams	Sales Management: Analysis and Decision Making	Cengage	6 th Edition
2	Dr Moine, Dr Lloyd	Unlimited Selling Power	Prentice Hall	1 st Edition



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3	Richard Denny	Winning New Business	Kogan Page	1 st Edition
4	Alice Alessandri, Alberto Aleo	Sales Ethics: How To Sell Effectively While Doing The Right Thing	Business Expert Press	1 st Edition/ 2015

Course Outcomes:

After learning the course the students should be able to:

1. Develop Sales Management Knowledge
2. Build Sales Management Skills
3. Make Sales Management Decisions