

Semester	I	Specialization	NA
Course Code	110	Type	Generic - Elective
Course Title	Selling and Negotiating SkillsLab		

Course Objectives:	
1	To imbibe in the students, critical sales competencies that drives buying decisions.
2	To give insights into how to boost individual and organizational productivity through effective sales lead management.
3	To introduce basic theoretical principles and practical steps in the negotiating process.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>Nature & Role of Selling: Importance of Selling. Role in the context of organization – survival and growth.</p> <p>Types of Selling : Differences in selling situations, New business versus service selling, Newton's classification of sales types, McMurry & Arnold's classification of selling types, Consumer indirect selling, Industrial selling, Missionary, Sales Team/group selling Merchandising, Telesales, Franchise selling, International selling.</p>	3 + 1
2	<p>Attributes of a Good Salesperson: Personality & physical characteristics, Enthusiasm, Confidence, Intelligence, Self-worth, Knowledge- product, Competition, organization, market, customer, territory; Communication skills, Persuasive skills. <i>(To be supplemented by live exercises on personal selling)</i></p>	4 + 1
3	<p>Personal Selling Skills : The opening - Need & problem identification - The presentation & demonstration - Dealing with objections – Negotiations - Closing the sale - Follow up <i>(To be supplemented by live exercises on personal selling)</i></p>	7 + 1
4	<p>Negotiation Skills: Goal, Collaborative / Win –Win not compromise, Pyramid of success: Power, Time, and Information. Opponent : Visceral or Idea, <i>(To be supplemented by live exercises on personal selling)</i></p>	7 + 1
5	<p>Different Phases of Negotiation: Pre-negotiation – opening – information sharing – problem solving – agreement. Breakdown in negotiation – barriers that create impasse – overcoming barriers – people problem – mediation – arbitration – ethics.</p>	4 + 1

Learning Resources:		
1	Text Books	<p>Selling & Sales Management by Geoffrey Lancaster & David Jobber, Macmillan India Ltd.</p> <p>Negotiation: Communication for diverse settings by Michael L Spangle and Myra Isenhardt, Sage South Asia Edition.</p> <p>The Sales Bible: The Ultimate Sales Resource by Jeffrey Gitomer, Wiley India.</p>
2	Reference Books	<p>Sales Management by Bill Donaldson, Palgrave Publications</p> <p>You can negotiate anything by Herb Cohen</p> <p>Managing Sales Leads by Crocker and Obermayer, American Marketing Association</p>
3	Supplementary Reading Material	<p>How to win friends and influence People – Dale Carnegie</p> <p>The Art of Closing the Sale by Brian Tracy, Pearson Education.</p>
4	Websites	<p>www.professionalsalestips.com</p> <p>www.eyeonsales.com</p> <p>www.semi.org</p> <p>www.salescareersonline.com</p>
5	Journals	<p>Journal of Personal Selling & Sales Management</p> <p>Sales and Marketing by Nielsen Business Media</p>