

Syllabus for Selling Skills (2 CREDIT COURSE – 30 hours)

Objectives:

- To learn the basic skill of selling an idea in any organization.

S.NO.	CONTENT	INSTRUCTIONAL HOURS
1	Product Knowledge : Selling technique for B2C and for B2B, Taking apptmt through tel call, How to prepare sales pitch for telecallers, FAB, Objection handling	4
2	Prospect Identification through cold calls etc.	4
3	Seek Appointment via Telephone, E-mails etc.	6
4	Product presentation – Demonstration etc.	6
5	Closing skills & Order Processing	6
6	In – store selling	4
	The syllabus should be taught as training and full practical sessions should be adopted.	

References:

1. Notes by trainer
2. The complete idiot's guide to cold calling, Keith Rosen
3. How to master the art of selling, Tom Hopkins
4. Spin Selling , Neil Reckham
5. Words that sell , Richard Bayan