

# MKT 250: Fundamentals of Selling

Lecture Hours: 150

Full Marks: 100

Pass Marks: 35

## Course Objective

This course aims to provide knowledge to the students about effective techniques of selling and developing practical skills in the selling job. An additional attempt has been made to familiarize the students with the sales force management technique.

## Course Description

This course contains introduction, understanding sales process, communication and transactional analysis in sales job, buyer behaviour and buying process, building future sales and customers relations, managing sales force in the organization, arrangement of sales territories, arrangement of sales quotas, international sales, evaluating, supervising and controlling sales and sales personnel

### Unit 1: Introduction

LH 17

Nature and meaning of selling; Marketing concept and selling; Role of selling in society and in firm; Duties of a sales representative; Types of sales job; Essential knowledge for successful selling; Qualifications for success in sales job; Theoretical basis of sales job – the *AIDAS* approach, the *RIGHT SET OF CIRCUMSTANCES* approach, the *BUYING FORMULA* approach, and the *BEHAVIORAL EQUATION* approach.

### Unit 2: Understanding Sales Process

LH 17

Pre-sale preparations; Prospecting and qualifying potential customers; Pre-approach planning; Approaching the prospects; Sales presentation and product demonstration; Handling customers' objections; Closing the sales; Follow-up Action.

### Unit 3: Communication & Transactional Analysis in Sales Job

LH 13

Meaning and process of communications; Two-way communications: listening and questioning; Verbal and non-verbal communications; Transactional analysis – concept and methods of analysis; Hooking the adult; Role of Communications in Selling Job; Factors affecting effective communication.

### Unit 4: Buyer Behaviour and Buying Process

LH 13

Meaning of buyer Behavior; Types of buyers – Individual buyer and Industrial buyer; Individual Buying process; Factors affecting the buying decisions; Organizational buying process; Collecting information about buyers; Customer care and satisfaction.

### Unit 5: Building Future Sales and Customers Relations

LH 15

Developing goodwill – meaning and importance; Methods of establishing goodwill; Analyzing the types of customers and their characteristics; Methods of improving relations with the non-buyers; Understanding the nature of after-sale or post-sales services to the customers – knowledge about the use of product, adequacy of product information, need for help and nature of services by the customer, and understanding the promises (warranty and guarantee); Handling customer complaints – need for handling customers' complaint and methods of handling customer complaints.

## **Unit 6: Managing Sales force in the Organization**

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### **H 15**

Meaning and tasks of sales force management; Designing the sales force; Recruitment and selection of sales force; Challenges in sales force selection; Training the sales force; Remunerating/compensating the sales force; Directing and motivating the sales force.

## **Unit 7: Arrangement of Sales Territories**

**L**

### **H 11**

Meaning of sales territory; Need for establishing sales territories; Reasons for not having sales territories; Elements of territory management: establishing sales quota, account analysis, developing account objectives and sales quotas, territory-time allocation, customer sales planning, scheduling and routing, territory and customer evaluation.

## **Unit 8: Arrangement of Sales Quotas**

**L**

### **H 11**

Meaning and objective of sales quotas; Types of sales quotas; Methods of setting sales quotas; Problems of establishing sales quotas.

## **Unit 9: International Sales**

**L**

### **H 13**

Introduction; Sales opportunities abroad; Identifying buyers in foreign markets; Methods of selling in foreign markets; Difficulties in selling abroad; Major tools in international sales: Internet marketing/e- marketing, referral marketing, and direct marketing.

## **Unit 10: Evaluating, Supervising and Controlling Sales and Sales Personnel**

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### **H 15**

Meaning and need of sales evaluation, supervision and control; Process of sales control; Controlling sales personnel through supervision; Tools of sales control and analysis – Sales audit, Market audit, Sales force expense analysis; Methods of measuring sales organization effectiveness – sales analysis, marketing cost analysis, classification of marketing expenses, credit control, market share analysis, budgetary control, ratio analysis, management objectives (MBO)

## **Project Work**

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### **H 10**

After the completion of fourth year concentration classes the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers have to discuss with students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

### **Basic Books**

Pedarson, Carton A., Wright, M. D., and Wright, B. A., *Selling: Principles and Methods*, Richard D. Irwin. Cooper, Simon, *Selling: Principles, Practice and management*, Pitman Publishing, London.

### **Reference Books**

Shrestha, S. K., *Fundamentals of Selling*, Kathmandu: Book Palace.

Futrell, Charles., *ABCs of Selling*, New Delhi: RichardD. Irwin Inc. Homewood,

Still, R. R., Cundiff, E. W., Bovoni, & Norman, A. P., *Sales Management: Decisions, Strategies and Cases.*, New Delhi: Prentice hall of India

Sharma, G. R., *Fundamentals of Selling*, Kathmandu: Taleju Prakashan.