

MKM 203: Fundamentals of Selling

Credits: 3
Lecture Hours: 48

Course Objective

This course aims to impart knowledge to the students about effective techniques of selling and developing practical skills in the selling job. In addition, an attempt has been made to provide knowledge regarding sales force management of the sales organization.

Course Description

This course contains introduction, understanding sales process, marketing communication & transactional analysis in sales job, developing goodwill and customers relations, managing sales force in the organization, arrangement of sales territories and sales quotas, initiating international sale, evaluating, supervising and controlling sales and sales personnel.

Course Details

Unit 1: Introduction

LH 6

Meaning and role of selling in society and firm; Types of sales job; Duties of a sales representative; 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 6

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: Marketing Communication & Transactional Analysis in Sales Job:

LH 6

Meaning and process of communication; Two-way communications: listening and questioning; Verbal and non-verbal communications; Transactional analysis – concept and methods of analysis; Hooking the adult; Role of individual and organizational buyers in making selling process successful; Factors affecting effective communication.

Unit 4: Developing Goodwill and Customers Relations

LH 6

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 5: Managing Sales force in the Organization

LH 6

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 6: Arrangement of Sales Territories and Sales Quotas:

LH 6

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

Unit 7: Initiating International Sale

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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 8: Evaluating, Supervising and Controlling Sales and Sales Personnel:

LH 6

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.

Basic Books

Pederson, 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, Shyam K., *Fundamentals of Selling*, Book Palace, Kathmandu.

Futrell, Charles, *ABCs of Selling*, Richard D. Irwin Inc. Homewood, Delhi.

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