

# **MKT 213: Creative Selling**

(Focus area-III : sales and Marketing)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to develop students' understanding in the various dimensions of the sales job and develop their skills in successful selling.

## **Course Description**

Selling is the end result of marketing. Business organizations are involved in selling of products and services. Social organizations sell social products and ideas. It is also the most growing field and becoming more challenging in the present context. Selling jobs today need more creativity and a variety of skills. This course mainly deals in inculcating selling skills in the students specializing in the marketing area. The course includes nature and challenges of the sales job, necessary traits of a salesperson, tactical selling skills, self management skills, and strategic selling skills.

## **Course Detail**

### **Unit 1: Introduction**

**LH 7**

Meaning of selling. Nature of the sales job. Selling's role in marketing and society. Duties and responsibilities of a salesperson: Direct, indirect, and non-selling activities. Types of sales job: retail, trade, industrial, and missionary selling. Traits of a salesperson.

### **Unit 2: Knowledge for Successful Selling**

**LH 7**

Company knowledge. Product knowledge. Competitive products. Pricing and discount policies. The sales process of indoor sales and outdoor sales. Personality Traits of Salesperson: Empathy and focus. Ego-drive. Optimism. Attitude towards responsibility.

### **Unit 3: Tactical Selling Skills**

**LH 10**

Influencing: authority, reciprocity, rapport, reason, consistency. Prospecting: Methods of prospecting and qualifying customers. Successful prospecting. Conversation planning. Cold calling. Client Meetings: Rapport building, questioning, making presentations, handling objections, and closing sales.

### **Unit 4: Presentation and Negotiation Skills**

**LH 12**

Planning presentations: Importance of planning. Pre-call information gathering. Setting targets. Developing presentation plan. Making appointments. Making approach. Making presentations: S-R approach, mental state approach, need stimulation approach, and problem solution approach. Types of sales presentations: Standard memorized presentation, outlined presentation, program presentation. Dramatizing the sales presentation. Negotiation skills: Resolving conflicts.

### **Unit 5: Self-Management Skills**

**LH 5**

Attitude maintenance. Handling emotions. Setting goals. Time management. Stress management. Professionalism in sales job.

**Unit 6: Strategic Selling Skills****LH 7**

Territory planning: the planning pyramid. Planning for profit. Strategic territory planning. Account planning and management. Business creation method. Sales reporting.

**Text and References**

1. Carlton A. Pederson, Milburn D. Wright, and Barton A. Weitz, *Selling Principles and Methods*, Irwin.
2. David J. Batchelor and Arthur H. Horn, *Skills for Sales Success*, Macmillan India.