

# **Sh. L.N. Hindu College, Rohtak**

Affiliated to M.D.University, Rohtak

A Post Graduate Co-Educational College, Bhiwani Road, Rohtak

Accredited by NAAC with 'B' (2.74) Grade

## **Certificate Course in Selling Skills**

**Beneficiaries:** B.A / BBA Students

**Duration:** 30 Hours

### **Objective of the Course:**

- This course aims to learn the techniques and strategies to understand the sales process to the students.
- To understand how to sell with purpose.
- To overcome objections so as to close more sales and exceed targets.
- It aims at practicing negotiations, which is a key to business success.
- To understand that no business can survive without profitable contracts.
- To understand that how learning negotiation skills can lead to their career advancement.

### **Learning Outcomes:**

- At the end of the course students will be able to understand the selling process.
- Students will be able to become a perfect salesperson.
- They will be able to acquire the knowledge about negotiation skills and how to make profitable contracts.
- This course will be helpful for students in generating employability.

# Syllabus

**Theory Paper:** 60 Marks

**Practical:** 40 Marks

**Total Marks:** 100

**NOTE:** The examiner shall set nine questions in all covering the whole syllabus. Question No 1. will be compulsory covering all the units and shall carry six small questions of two marks each. The rest of the eight questions will be from all the units the examiner will set two questions from each unit out of which the candidate shall attempt four questions selecting one question from each unit. All questions shall carry 12 marks each.

## UNIT-I

- **Understanding the Sales Process**

**Sub-topics:** Learn the different stages of the sales cycle. How is a sale made? What will influence a decision? How buying decisions are processed in our prospect's brain!

What you need to do in order to influence decision.

- **Attributes of a Superstar Sales Person**

**Sub-topics:** differences between average salesperson and those who are at the very top of their profession. What makes them so special? What makes an outstanding salesperson? Learn the mistakes to avoid as well.

- **Understand the Prospects Needs**

**Sub-topics:** Learn how to step into the clients shoes and understand the situation from position, how to position yourself, your company and your product in light of customer's need

## UNIT-II

- **Techniques and Communication Skills**

**Sub-topics:** Learn how to ask the right questions at the right time, different selling techniques and models. Consultative and collaborative selling models, Learn how to listen attentively and use the information that the prospect gives you to your advantage. Learn how to read body language and buying signals. Learn how to build effortless rapport with your prospect.

- **Introduction to Negotiation**

**Sub-topics:** Learn and practice the strategies and skills that will help you to become a successful negotiator in your personal life and business transactions. After completing this module, you'll be able to state the four key stages of negotiation and what you need to successfully complete this course.

- **Preparing to Plan Negotiation Strategy**

**Sub-topics:** The negotiation process - planning for a negotiation. One critical component you'll learn is how to complete a negotiation analysis to set you up for success.

### **UNIT-III**

- **Creating a Contract**

**Sub-topics:** This module focuses on the negotiation that takes place in a business deal after reaching an initial agreement – the negotiation to create a binding contract. Among other things, you'll learn to decide if you need a lawyer or can act as your own for contract creation. However, the videos should not be construed as providing legal advice.

- **Practicing the Negotiation Skills**

**Sub-topics:** Put your newly developed skills to the test in this module with a friend or fellow.

- **How to Overcome Objections and Excuses**

**Sub-topics:** Learn how to overcome the negative responses that you receive from your prospect and how to turn these around into positive situations. Learn how to overcome price objections, learn how to overcome stalling.

### **UNIT-IV**

- **How to Get to the Close and Ask for Business**

**Sub-topics:** So many people feel uncomfortable asking for the business but this need not be the case. During this session, you will cover some strategies on how to identify buying signals, know when the right time to close is and how to close down more prospects than you ever have before.

- **How to Make Effective Sales Presentations and Sales Calls**

**Sub-topics:** Learn how to plan out and structure sales presentations, sales calls and talks. Learn how to work out what to focus on and what style to deliver the presentation in.

- **Business Development over the Telephone**

**Sub-topics:** How to take appointments over the telephone. Cold calling techniques, essential tele sales skills, opening statements, how to get through the gatekeeper. What to do if you are going down to a dead end.

### **Suggested Readings:**

- D. Amarchand and B. Varadharajan, An Introduction to Marketing. Vikas Publishing House Pvt. Ltd. 1982.
- T.A.A Latif, The Practice of Marketing. New Delhi: S. Chand & Company. 1993
- Denny, Richard. Successful Selling Skills Kogan Page, 2009.

- Jeffrey Gitomer. The Sales Bible: The Ultimate Sales Resource. John Wiley & Sons 2003.

**Note: Latest and additional good books may be suggested and added from time to time.**