

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.


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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.


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- **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:

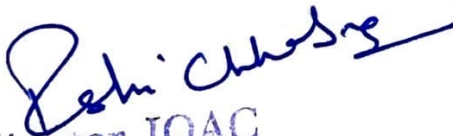
- D. Amarchand and B. Varadharajan, An Introduction to Marketing. Vikas Publishing House Pvt. Ltd. 1982.
- T.A.A Latif, The Practice of Marketing. New Delhi: S. Chand & Company. 1993
- Denny, Richard. Successful Selling Skills Kogan Page, 2009.

Pohi Chatterjee
 Coordinator, IQAC
 Sh. L.N. Hindu College, Rohtak



➤ 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.


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Registration List for the Session 2019-20

of Course Selling Skills

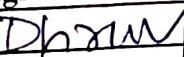
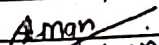
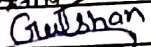
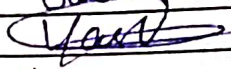
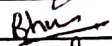
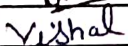
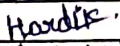
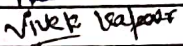
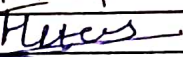
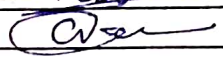
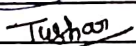
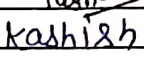
Course Coordinator Dr. Sandeep Kumar

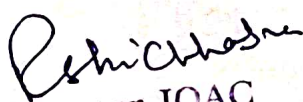
Sr no	Name of Student	Class	Roll No	Signature
1.	Sahiba Behal	B.Com(HI)-II	5232	
2.	Kamal	B.Com III	7579	Kamal
3.	Sakshi	B.Com(HI)-II	5235	
4.	Deepak Panchal	B.Com III	7598	Deepak
5.	Iknoor Kaur	B.Com III	7508	Iknoor
6.	Muskan Gupta	B.Com(HI)-II	5260	Muskan Gupta
7.	Aarshi	B.Com(HI)-II	5275	
8.	Komal	B.Com III	7528	
9.	Mansi Saini	B.Com(HI)-III	7809	
10.	Aarushi Aryan	B.Com(HI)	5249	Aryan
11.	Aman	B.Com(HI)-II	5208	Aman
12.	Pasth Juneja	B.Com(HI)	70	Pasth Juneja
13.	Simran	B.Com I	654	Simran
14.	Yash Makija	B.Com III	7576	Yash
15.	Simran	B.Com II	654	Simran
16.	Gurpreet Singh	B.Com II	649	Gurpreet
17.	Gouri	B.Com(HI)-II	5225	Gouri
18.	Sanjana	B.Com(HI)-II	5204	Sanjana
19.	Chasul	B.Com III	7520	Chasul
20.	Chetan Kathurra	B.Com II	713	Chetan
21.	Divesh	B.Com II	619	Divesh
22.	Kamal Chhokra	B.Com II	680	Kamal
23.	Chirag Sachdeva	B.Com II	659	Chirag
24.	Rahul	B.Com II	699	Rahul
25.	Arun	M.Com(HI)-II	5816	Arun
26.	Tanisha	B.Com(HI)-II	5230	Tanisha
27.	Saksham Dua	B.Com(HI)-II	5220	Saksham
28.	Deepika	B.Com III	7506	Deepika
29.	Raghav Nakra	B.Com II	684	Raghav
30.	Preeti	B.Com	637	Preeti
31.	Ruchika	B.Com III	7527	Ruchika
32.	Jehita Jain	M.Com Integ	5813	Jehita
33.	Manish Aroza	B.Com II	715	Manish
34.	Kamal Chhokra	B.Com II	680	Kamal
35.	Sahil Raugi	B.Com II	721	Sahil
36.	Dikshita	B.Com(HI)	5809	Dikshita
37.	Diksha	B.Com III	7514	Diksha
38.	Harshalit	B.Com II	725	Harshalit
39.	Shivani Kundu	BA III	7290	Shivani


Pehi Chhabra
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Dr. Sandeep Kumar



Sr no	Name of Student	Class	Roll No	Signature
40.	Dhruv	B.Com 2	633	
41.	Aman	B.Com	701	
42.	Grunjan	B.Com II	677	
43.	Yash	B.Com II	611	
44.	Bhumika	B.Com III	7526	
45.	Vishal Kapoor ^{Anuja}	B.Com II	623	
46.	Harshit Chhabra	B.Com I	603	
47.	Vivek Kapoor	B.Com II	609	
48.	Hiteshi	B.Com II	657	
49.	Gaurav	B.Com	655	
50.	Tushar	B.Com II	5217	
51.	Kashish	B.Com II	607	


 Coordinator, IQAC
 Sh. L.N. Hindu College, Patna


 Dr. Gondeep Kumar



SH. L. N. Hindu College, Rohtak
Award list (including Internal Assessment and theory examination) with
Grades of successful students regarding Certificate Course in Selling Skills

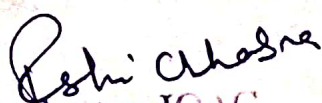
Course coordinator- Dr. Sandeep Kumar

Sr No	Name	Class	Ro.No.	Internal Assessment marks	Theory Exam	Total Marks 100	Grade
1	Yash Makhija	B.Com. 6 th Sem	7576	39	48	87	A
2	Deepak	B.Com. 6 th Sem	7598	33	39	72	B
3	Mansi Saini	B.Com.(voc) 6 th Sem	7809	30	43	73	B
4	SahibaBehal	B.Com.(Hon.) 2 nd sem	5253	33	37	70	B
5	Shivani Kundu	B.A. 6 th sem	7290	36	44	80	A
6	Muskan Gupta	B.Com. (Hon) 4 th Sem	5260	33	42	75	B
7	Tanisha	B.Com. (Hon) 4 th Sem	5230	34	43	77	B
8	Iknoor Kaur	B.Com 6 th sem	7508	36	45	81	A



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