

**Tata Institute of Social Sciences- School of Vocational Education**  
**(Post Graduate Diploma in Sales Management)**

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**1. Introduction**

In December 2011, Tata Institute of Social Sciences set up the **School of Vocational Education (SVE)** to provide immediate and definite interventions to improve the lives of the disadvantaged and marginalized youth, especially who are excluded by the formal school education system, through appropriate vocational training programmes. It has been set up with a vision of creating an ecosystem that would bring back the dignity of labour for blue collar streams of work and create sustainable sources of income. This project has been initiated under the aegis of **All India Council for Technical Education (AICTE)** proposed by the **Ministry of HRD, Government of India**.

In addition to the B.Voc programs TISS: SVE will be conducting short term/ certificate & diploma programs to cater to the skill enhancement requirements. These programs will focus on imparting and upgrading the skill and knowledge of individuals who are already part of the workforce or those who need on the job training. This would thereby provide opportunities to individuals of enhance their employability and growth prospectus.

**1.1 Key Features:**

**Introduction and Course Objectives:**

One of the key areas in business is 'Sales Management'. Now 'sales' is a vast subject and it has its nuances depending on the type of organisation and the kind of products or services that need to be sold. There are also multiple channels for sales adopted by various industries. The target customer also plays an important role in the method adopted for sales.

This program aims to provide the candidate an end to end understanding of the 'Sales' process and the skills required becoming an effective sales professional. This program shall be work integrated and will enable the participant to develop his/her sales skills in specific industry domains using multiple channels.

Specific inputs related to specific industry/sector, products & services shall also be provided before commencing the on the job training.

### **1.2. Eligibility for Admission**

- Graduates
- Jr. working professional from sales & marketing function

### **1.3. Employability**

This program will provide for employment opportunities to candidates in all big, medium and small firms.

## **2. Course Structure**

The Diploma in Sales Management will be conducted over a period of 6-9 months and will cover 300 hours of classroom training (20 credits) and 600 hours (20 credits) of on the job training.

## **3. Examination and Assessment**

Students will be assessed on project work and a written examination that will be conducted at the end of the course.

## Syllabus for PG Diploma in Sales Management

### **Introduction:**

The diploma shall consist of two core courses covering the generic sales subject. The other two courses shall be in the form of electives which shall be industry /channel specific.

### **Major Subjects:**

1. Basics of sales & the sales process
2. Selling skills & techniques
3. Use of Social Media for sales
4. Electives: (A/B/C/D/E/F)
  - A.
    - i) Institutional Sales Basic
    - ii) Institutional Sales Adv.
  - B.
    - i) Retail Sales Basic
    - ii) Retail Sales Adv.
  - C.
    - i) Channel Sales (Telecom) Basic
    - ii) Channel Sales (Telecom) Adv.
  - D.
    - i) Insurance Sales Basic
    - ii) Insurance Sales Adv.
  - E.
    - i) Banking Sales Basic
    - ii) Banking Sales Adv.
  - F.
    - i) Tele sales Basic
    - ii) Tele sales Adv.

**Course Title: Basics of sales & the sales process**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** This course is meant to give the participant an initial understanding of what is sales, its brief history, types of sales and the processes involved.

**Main Concepts:**

- Basics Of sales
- Types of Sales
- Market analysis
- The sales process

**Learning Objectives:**

- Understand the Definition & brief history of Sales
- Conduct a market analysis for a specific service/product
- Be able to describe the Sales process
- Understand behaviour of buyers
- Be able to create a promotional strategy
- Will be able to handle objections effectively
- Will be able to close a sale
- Undertake sales follow-ups

**Course Content:**

- Introduction to Sales
- Definitions related to Sales
- Concept & Process of Sales
- Differences Sales & Marketing
- Personal Selling
- Retail/Consumer sales
- Institutional sales
- Product Market Analysis
- Understanding Consumer Behaviours
- Promotional Strategies
- AIDAS Theory
- Selling Cycle
- Objection Handling
- Sales Closure
- Post Sales- Follow -up

**Method of Teaching:**

Lecture, Discussion, presentation & project work

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam: Project

**Weightage:** 70%: 30 %

**Reading Lists & References****Essential Reading:**

Sales Simplified: Understanding the Basics - William J. Simpson IV

Sales Management: Principles, Process and Practice – Bill Donaldson

**Suggested Reading :**

Alphabetical Basic Concepts of selling – Dale Brakhage

Sales Management: Decisions, Strategies, and Cases. 5th Ed. by Still

Sales Process: Can You Sell Me a Pen?- Darin George

**Course Title: Selling Skills & Techniques**

**Credits:** 4

**Total Credit Hours:** 60

**Introduction and Course Objectives:** This course shall educate the participant on the various skill/qualities that need to be imbibed to become a successful sales person.

**Main Concepts:** Skills required for sales

**Learning Objectives:**

- Understand the various skills that are required to be a good sales person.
- Improve personal grooming & dressing
- Make an effective sales presentation

- Improve communication skills
- Learn to negotiate

**Course Content:**

- Qualities of a good sales person
- Developing right attitude for sales
- Active listening in sales
- Non verbal communication in sales
- Personal Grooming and Dressing
- Goal Setting
- Making an effective sales presentation
- Negotiation Skills

**Method of Teaching:**

Lecture, discussion, case studies, presentation, videos

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, classroom participation

**Weightage:** 60 %

**Reading Lists & References**

**Essential Reading:**

Be a Sales superstar – Brian Tracy

**Suggested Reading :**

Successful Selling – Brian Tracy

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**Course Title: Use of Social Media for sales**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The objective of this course is to help the participant to specialize in the

area of social media for the purpose of sales over it.

**Main Concepts:** Learning the use of social media for sales.

**Learning Objectives:**

- Understanding Institutional Sales
- Lead generation in B2B sales
- Entities and terms involved in Selling
- The selling process
- Qualities of a Salesperson in B2B
- Techniques of selling
- Closing the sale

**Course Content:**

- Introduction to B2B sales
- Basics of Institutional Sales
- Sales Person's Approach to B2B sales
- Skills of B2B salesperson
- Key techniques of sales questioning
- Proposals to prospects in B2B
- Unique Selling Proposition for B2B sales
- Generating Sales Leads
- SPIN technique in B2B sales
- B2B sales in Rural setting

**Method of Teaching:**

Lecture, case studies, presentations

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, Projects

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Increase Online Sales Through Viral Social Networking: How to Build Your Web Site Traffic and Online Sales Using Facebook, Twitter, and LinkedIn -Stephen Woessner

**Suggested Reading**

Sociable!: How Social Media Is Turning Sales and Marketing Upside Down – Shane Gibson

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**Course Title: Institutional Sales Basic (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The objective of this course is to help the participant to specialize in the area of B2B/institution sales and to gain the various skill & attitude to be successful.

**OR**

The objective of this course is that, Participants will be able to comprehend the importance of sales and selling skills at a basic level and get acquainted with various concepts in Sales.

**Main Concepts:**

Learning to sell to businesses.

**Learning Objectives:**

- Understanding Institutional Sales
- Lead generation in B2B sales
- Entities and terms involved in Selling
- The selling process
- Qualities of a Salesperson in B2B
- Techniques of selling
- Closing the sale

**Course Content:**

- Introduction to B2B sales
- Basics of Institutional Sales
- Sales Person's Approach to B2B sales
- Skills of B2B salesperson
- Key techniques of sales questioning
- Proposals to prospects in B2B

- Unique Selling Proposition for B2B sales
- Generating Sales Leads
- SPIN technique in B2B sales
- B2B sales in Rural setting

**Method of Teaching:**

Lecture, case studies, presentations

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, Projects

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Business Market Management (B2B) : Understanding, Creating, and Delivering Value- James Anderson

**Suggested Reading**

Consultative Selling for Professional Services: The Essential Sales Manual for Consultants and Other Trusted Advisers – Richard White

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**Course Title: Institutional Sales Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help the participant master the concepts of institutional sales and develop the skills & abilities required to sell effectively

**Main Concepts:** Institutional Sales – Deeper understanding

**Learning Objectives:**

- Understand the importance of branding in sales.

- Learn the technique of key account management
- Use of digital media in B2B

**Course Content:**

- Basics of Business Buying
- Introduction to Customer experience in B2B Sales
- Basics of 'Branding' in Sales
- Strategies of 'Branding' in Institutional Sales
- Basics of Relationship Marketing in B2B Sales
- Criticality of branding in B2B marketing and sales
- Role of the online branding initiatives and e-mail campaigns in B2B Sales
- Role of Social Media in B2B Sales
- Closing the B2B Sale
- E-mail etiquette
- B2B Partnerships in Rural Areas

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Business Market Management (B2B) : Understanding, Creating, and Delivering Value- James Anderson

**Suggested Reading**

Consultative Selling for Professional Services: The Essential Sales Manual for Consultants and Other Trusted Advisers – Richard White

**Course Title: Retail Sales Basic (Elective)****Credits: 4****Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the importance of sales of goods to the public rather than business. and what are the current trends required in retail industry.

**Main Concepts:** Retail Sales – Deeper understanding

**Learning Objectives:**

- Understanding Retail domain
- Importance of merchandizing
- Retail marketing

**Course Content:**

- Basics of retail domain
- Types of retailers (discount stores/factory outlets/malls)
- Non-store type retailers
- Online retailing
- Organized retail in India
- Importance of merchandizing in retail
- Retail marketing in rural market

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References****Essential Reading**

Managing Retailing- Piyush kumar Sinha, Dwarika Prasad Uniyal

**Suggested Reading**

An Analytical Study of Organized and Unorganized Retailing in India- Kanetkar Medha

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**Course Title: Retail Sales Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the importance of advanced skills of sales process in retail domain.

**Main Concepts:** Retail Sales – Deeper understanding

**Learning Objectives:**

- Understanding Retail domain
- Importance of merchandizing
- Retail marketing

**Course Content:**

- Basics of retail domain
- Types of retailers
- Non-store type retailers
- Online retailing
- Organized retail in India
- Importance of merchandizing in retail
- Retail marketing in rural market

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

## **Reading Lists & References**

### **Essential Reading**

Managing Retailing- Piyush kumar Sinha, Dwarika Prasad Uniyal

### **Suggested Reading**

An Analytical Study of Organized and Unorganized Retailing in India- Kanetkar Medha

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## **Course Title: Channel Sales- Telecom Basic (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the basic skills of the sales process in the Telecom domain.

**Main Concepts:** Telecom Sales – Deeper understanding

### **Learning Objectives:**

- Telecommunication in India
- Transition of Indian Telecom Industry
- CRM practices and changing trends

### **Course Content:**

- Growth and development of Telecom sector
- Impact of CRM in Indian Telecom industry
- Impact of celebrity endorsement on brand image
- Government policies
- Promotional effectiveness and marketing mix
- Connecting rural India

### **Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References****Essential Reading**

Compete & Win in Telecom Sales- Philip Max Kay

**Suggested Reading**

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal- Oren Klaff

**Course Title: Channel Sales- Telecom Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the advanced knowledge of the Indian Telecom industry along with case study.

**Main Concepts:** Telecom industry – Deeper understanding

**Learning Objectives:**

- Key statistics of Indian Telecom sector
- Internet/wireline service
- Various technologies used in telecom sector
- Future for Telecom industry in India

**Course Content:**

- Role of TRAI in shaping Telecom Industry
- Performance evaluation of Mobile operators in India
- Strategies of Indian wireless industry
- Case studies
- Best practices in rural marketing

- Performance of cable TV, DTH and radio broadcasting services
- Benchmarking techniques
- Marketing attack strategies
- Introduction to customer centricity
- Wi-Fi and WiMax communication

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Compete & Win in Telecom Sales- Philip Max Kay

**Suggested Reading**

Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal- Oren Klaff

**Course Title: Insurance Sales Basic (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the basic skills and knowledge of the sales process in Insurance domain in India.

**Main Concepts:** Insurance industry in India– Deeper understanding

**Learning Objectives:**

- Introduction to Insurance
- Distribution and marketing of Insurance products
- Functions of insurance agent
- Factors affect the life stage of Insurance

**Course Content:**

- The need for Insurance
- Types of risks covered under Insurance
- Benefits of a professional insurance market
- Channels of distribution of insurance products
- Duties and responsibilities of insurance agent
- General stages of life of client (childhood/young married/ pre-retirement/retirement)
- Factors affecting life stages
- Postures, Gestures and walking pattern during presentation
- Handling objections from clients
- Agent remuneration and upfront disclosure method
- Insurance Act 1938/ IRDA/ Protection of policy holders interest regulations

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References****Essential Reading**

Increase Your Insurance Sales, Retention & Referrals Now!!!- Melvin Pierre

**Suggested Reading**

Superstars of Insurance Sales- Judith Habert

**Course Title: Insurance Sales Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the advanced skills and knowledge of the sales process in Insurance domain in India.

**Main Concepts:** Insurance industry in India– Deeper understanding

**Learning Objectives:**

- Types of insurance policies
- Insurance intermediaries
- Insurance industry in India
- Rural insurance

**Course Content:**

- Elements of valid contract
- Term/whole life insurance
- Endowment and children's policy
- Annuities/ Group insurance
- Broking regulations
- Claim settlement

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Increase Your Insurance Sales, Retention & Referrals Now!!!- Melvin Pierre

**Suggested Reading**

Superstars of Insurance Sales- Judith Habert

**Course Title: Banking Sales Basic (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the basic knowledge of the sales process in Banking domain in India.

**Main Concepts:** Banking industry in India– Deeper understanding

**Learning Objectives:**

- Introduction to banking service
- Banking products and services
- Role of sales manager in banking service

**Course Content:**

- Marketing and selling skills for the Indian banking sector
- Strategies for enhancement of bank sales
- Customer retention through better service
- Case study
- Need for differentiation
- Development of rural banking

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Customer Relationship Management in Banking Sector- Nils Merkel

**Suggested Reading**

The Goldman Sachs Career Bundle - Investment Banking, Sales & Trading- Lisa Sun & Avnish Patel

**Course Title: Banking Sales Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the advanced skills and knowledge of the sales process in Banking domain in India.

**Main Concepts:** Banking industry in India– Deeper understanding

**Learning Objectives:**

- How to enhance sales through customer focus
- Concept of customer needs
- Concept of FAB

**Course Content:**

- Factors influencing customer's banking experience

- Innovative practices in Indian banking industry
- Case studies
- Enhancing customer satisfaction
- Objection handling
- Cross-selling

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Customer Relationship Management in Banking Sector- Nils Merkel

**Suggested Reading**

The Goldman Sachs Career Bundle - Investment Banking, Sales & Trading- Lisa Sun & Avnish Patel

**Course Title: Tele sales Basic (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the basic knowledge of the sales over the telephone.

**Main Concepts:** Good telephonic communication– Deeper understanding

**Learning Objectives:**

- Telephone techniques
- Rules for good telephonic communication
- Etiquettes in telesales domain

**Course Content:**

- Basics of telemarketing
- Desired attribute of telesales person
- Indian perspective on sales through
- Right ways of forming impression on telephone
- Skills required for telemarketing professionals
- Techniques for active listening on telephone

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References****Essential Reading**

Telesales- Stephan Schiffman

**Suggested Reading**

Telesales Tips from the Trenches: Secrets of a Street-Smart Salesman- Joe Catal

**Course Title: Tele sales Adv. (Elective)**

**Credits: 4**

**Total Credit Hours: 60**

**Introduction and Course Objectives:** The course objective is to help participant understanding the advanced skills and knowledge of the sales over the telephone.

**Main Concepts:** Telesales– Deeper understanding

**Learning Objectives:**

- Concept of call centre
- Techniques to handle customers
- Guidelines for telemarketers in India

**Course Content:**

- Trends in call centre industry
- Types of call centres
- AIDAS theory
- Categorization of customers
- Do's and Don'ts of handling angry customers
- Closing techniques
- Ways to maximize your SMS campaign
- Tips and techniques to sell insurance over telephone

**Method of Teaching:**

Lecture, presentations, exercise

**Method of Assessment & Weightage:**

**Assessment Tasks:** Written Exam, project work

**Weightage:** 100%

**Reading Lists & References**

**Essential Reading**

Telesales- Stephan Schiffman

**Suggested Reading**

Telesales Tips from the Trenches: Secrets of a Street-Smart Salesman- Joe Catal