

**TRADE NAME: SALESMANSHIP CODE 430**

SUBJECT NAME: PRINCIPLES AND PRACTICE OF SALESMANSHIP

1. MODULE A: CSM II, CONSUMER BEHAVIOUR

AIM: On completion of this module, the students should be able to explain the psychological behaviour of buyers in a free enterprise.

MODULE B: CSM 12, BUSINESS LAW

AIM: On completion of this module, the students should be able to describe when and how to apply the basic principles of law which affect business relationship and transactions.

MODULE C: CSM 13, PRINCIPLES AND PRACTICE OF SELLING

AIM: On completion of this module, the students should be able to apply the basic knowledge involved in principles and practice of selling.

2. **EXAMINATION SCHEME:**

One paper of three hours, twenty minutes duration that will have two sections.

SECTION A: Fifty minutes duration for fifty multiple choice type questions. The marks allocated to this section will be twenty-five percent of the total marks.

SECTION B: Two hours, thirty minutes duration with ten question to answer five. Seventy-five percent of the total marks is allocated to this section.

<b>Topics/Objectives</b>	<b>Contents</b>	<b>Teachers Activities</b>
<b>1.0 Consumer Behaviour</b> (1) Identify the psychological and economic factors affecting consumer behaviour.	1. Meaning of consumer behaviour. 2. Distinguish between consumers and customers. 3. Factors that influences consumer baheviour e.g. - knowledge of commodity. - business cycle. - peer group, taste, priority. - rational, attitude by income etc.	- Explain consumer behaviour. - State the differences between consumers and customers. - Identify and explain the factors that influences consumer behaviour.
<b>2.0 Social Groups and Consumer Behaviour</b> (1) Explain the influence of social group on consumer behaviour.	1. Meaning of social group. 2. Different classes of social group. 3. Influence of social group on consumer behaviour.	- Explain consumer behaviour. - State the differences between consumers and customers. - Identify and explain the factors that influences consumer behaviour.
<b>3.0 Culture and Buying Habit</b> (1) Identify various cultures and their impact on consumer/buying habit.	1. Meaning of culture with emphasis on customs and tradition. 2. Influence of culture on buying habit.	- Explain the meaning of social group. - State the influence of: (a) Religion (b) Economy (family status) on buying habit. - Explain belief on buying habit. - Education on buying habit.
<b>4.0 Personality and Consumer Behaviour</b> (1) Mention the kinds of personality and their roles in behaviour.	1. Meaning of personality. 2. Kinds of personality 3. How personality influence consumer bahviour.	- Explain the meaning of personality - State the different kinds of personalities – introvert and extrovert. - Explain how each of 2 above influence consumer behaviour.
<b>5.0 Motivation and Consumer Behaviour</b> (1) Explain how motivation can	1. Meaning of motivation. 2. Theories of motivation. 3. Techniques of	- Explain the theme and importance of motivation.

<b>Topics/Objectives</b>	<b>Contents</b>	<b>Teachers Activities</b>
influence buyers.	motivation. 4. Theme of motivation. 5. Importance of motivation.	
<b>6.0 Principles of Law of Contract</b> (1) Identify the basic principle of law of contracts, and its usefulness to salesmanship.	1. Meaning of contract. 2. Essential elements of a valid contract. 3. Definition of contract terms. 4. Types of contract. 5. Meaning of consideration and types of consideration. 6. Termination of contract e.g. consideration, mistakes, misrepresentation etc.	- Define contract with relevant examples. - Explain the essential elements of a valid contract. - List and explain the various terms of contract e.g. Consideration, Acceptance, Offer, Offeree, Mistakes, Misrepresentation etc. - Explain the ways by which contract can be terminated.
<b>7.0 Sale of Goods</b> (1) Mention the principles involved in sale of goods.	1. Meaning of sales of goods. 2. Terms of sales of goods. 3. Types of sales of goods. 4. Breach on sales of goods.	- Explain the meaning of sales of goods. - List and explain the terms involved in the sale of goods. - Define breach - State the conditions that could lead to breach of sales of goods.
<b>8.0 Hire Purchase</b> (1) Mention the instruments in sales and reasons for hire purchase, and the different between hire purchase and auction sales.	1. Meaning of Hire Purchase and Auction sales. 2. Hire purchase Act of 1965. 3. Differentiate between Hire purchase and Auction Sales.	- Define hire purchase. - Define Auction sale. - State the differences between hire purchase and auction sale. - Explain the provisions in the hire purchase Act of 1965.
<b>9.0 Negotiable Instruments</b> (1) Identify the various instruments involved in sales.	1. Meaning of Negotiable instruments 2. Qualities of a valid negotiable instruments. 3. Types of negotiable instruments: (a) Bill of exchange (b) Cheques (c) Promissory Note	- Explain the meaning of negotiable instrument. - List and explain the essentials of a valid negotiable instrument. - Explain the types of negotiable instruments.
<b>10.0 Agency</b>	1. Meaning of	- Explain the meaning

<b>Topics/Objectives</b>	<b>Contents</b>	<b>Teachers Activities</b>
(1) Explain agency and their role in sale. (2) State the parties involved in Agency.	Agency/Principal. 2. How to create Agency. 3. Types of Agency. 4. Duties of Various Agents. 5. Duties of Principal 6. Termination of Agency.	of agency. - Narrate how agency can be created. - List and explain the various types of agents. - Explain the duties of agents to principal. - Factors that could lead to termination of agency.
<b>11.0 Business Organization</b> (1) List and explain the types of Business Organization. (2) Distinguish the forms of Business Organization.	1. Formation of a business. 2. Partnership. 3. Limited liability company. 4. Distinguish between partnership and limited liability company. 5. Advantages and disadvantages of the various business organization stated above. 6. Liquidation process of business organization.	- Explain the various business units and their formations. - Define partnership. - Explain partnership deed (Provisions). - Define limited liability company. - Differentiate between partnership and limited liability company. - Explain the process of liquidation in business organization.
<b>12.0 Labour Relation</b> (1) Explain Trade unionism and its importance to salesmanship	1. Meaning of labour relation. 2. Meaning of labour code (Regulations). 3. Trade unionism and its limitation.	- Explain the meaning of labour relations as it relates to salesmanship. - Explain labour code with emphasis on: (i) Duties of employer to employee. (ii) Duties of employee to employer. (iii) Workman compensation Act. (iv) Limitation of trade unionism. - Advantages and disadvantages of trade unionism.
<b>13.0 Principles and Practice of Selling</b> (1) Explain the importance of selling,	1. Meaning of selling. 2. Importance of Selling. 3. Qualities of a good salesman.	- Explain the meaning of selling. - List and explain the importance of selling.

<b>Topics/Objectives</b>	<b>Contents</b>	<b>Teachers Activities</b>
and the features of a good salesman.	4. Sales carrier.	- Identify the features of a good salesman.
<b>14.0 Importance of Product Knowledge in Selling</b> (1) State the reasons why a salesman should identify the product he wants to sell.	1. The importance of product knowledge in selling. 2. Reasons for choice of product. 3. Things to avoid in selling. 4. Terms in buying and selling e.g. contingency, benefits, suggestions, logical reasoning, rationalization etc.	- Explain the importance of product knowledge. - State the reasons for choice of a product. - Enumerate things to avoid in selling. - List and explain the terms in buying and selling.
<b>15.0 Prospecting</b> (1) Apply the principle of prospecting in sales.	1. Meaning of prospects, leads etc. 2. Prospecting system and method. 3. problems of prospecting.	- Explain the meaning of prospects, leads etc. - Explain some common prospecting system and method. - Enumerate the problems of prospecting.
<b>16.0 Principles of Pre-Approach in Planning the Sales</b> (1) Explain the basic principle of Approach in Selling and the various methods of Approach in Selling	1. Meaning of pre-approach in planning. 2. Sources of information pre-approach planning. 3. Benefits of pre-approach in planning sales. 4. Problems of pre-approach in planning.	- Explain the meaning of pre-approach in planning. - List and explain the sources of information for pre-approach planning. - State the benefits of pre-approach planning - State the problems of pre-approach planning.
<b>17.0 Principle of Approach Selling</b> (1) Explain the basic principle of Approach in selling and the various methods of approach in selling	1. Meaning of Approach in selling. 2. Objectives and importance of Approach in Selling. 3. Methods of Approach in Selling. 4. Essentials of a Good Approach in Selling.	- Explain the meaning of approach in selling. - Enumerate the objectives and importance of approach in selling. - State the method of approach in selling. - Highlight the importance of good

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		approach in selling.
<b>18.0 Presentation in Selling</b> (1) Explain the Basic Strategies required in presentation of Selling	1. Meaning of presentation in Selling. 2. Basic Strategies of presentation. 3. Methods of developing presentation. 4. Problems of sales presentation.	<ul style="list-style-type: none"> <li>- Explain the concept of presentation in selling.</li> <li>- List and explain the methods of developing presentation.</li> <li>- Identify the problems associated with sales presentation.</li> </ul>
<b>19.0 Handling Objection in Selling</b> (1) Explain the Various Objection Methods in Sales and their Roles in Selling	1. Meaning of objection in selling. 2. Types of objection in selling 3. Methods of handling objection in selling 4. Problems of objection and how to overcome such problems.	<ul style="list-style-type: none"> <li>- Define objection.</li> <li>- State the type of objection.</li> <li>- Enumerate the methods of handling objection.</li> <li>- Identify and explain the problems of objection and how to overcome such problems.</li> </ul>
<b>20.0 Close of Sales and after Sales Follow-up</b> (1) Mention the Various Ways of Closing Sales. (2) Identify the need for after Sales follow-up.	1. Meaning of close of sales. 2. Identification of basic closing techniques methods. 3. Meaning of after sales. 4. After – sales - follow - up 5. Advantages of after - sales follow up	<ul style="list-style-type: none"> <li>- Define close of sales.</li> <li>- State the method of closing sales.</li> <li>- Define after sales.</li> <li>- Enumerate the benefit of after sales.</li> </ul>
<b>21.0 Legal and Ethical Problems in Selling</b> (1) Explain Legal and Ethical Responsibilities in Selling. (2) Identify the problems in social responsibilities and how to solve them.	1. Meaning of legal/ethical problems in selling. 2. Importance of identifying legal and ethical problems in selling. 3. Solution to legal and ethical problems of selling in Nigeria.	<ul style="list-style-type: none"> <li>- Explain the terms legal and ethical problems.</li> <li>- State the importance of knowing legal and ethical problems.</li> <li>- Enumerate ways of solving legal and ethical problems associated with sales in Nigeria.</li> </ul>