

# SALESMANSHIP

## SCHEME OF EXAMINATION

There will be two papers, Paper 1 and Paper 2 – both of which will constitute a composite paper to be taken at one sitting.

**PAPER 1:** Will consist of forty (40) multiple choice questions, all of which are to be answered in fifty (50) minutes for 20 marks.

**PAPER 2:** Will consist of seven (7) essay questions out of which candidates will be required to answer any five (5) for eighty (80) marks. The Paper will last 2 hours.

## DETAILED SYLLABUS

S/N	CONTENTS	TOPICS AND NOTES
		<ul style="list-style-type: none"><li>● <b>Introduction To Salesmanship:</b><ul style="list-style-type: none"><li>● Definition of salesmanship.</li><li>● History of salesmanship.</li><li>● Development of salesmanship in Nigeria</li><li>● Importance of salesmanship.</li></ul></li> <li>● <b>Concept Of Salesmanship:</b><ul style="list-style-type: none"><li>● Explanation of basic terms in salesmanship;</li> <li>● Selling,</li><li>● Consumer satisfaction,</li><li>● Profit maximization.</li> <li>● The meaning and application of the concept of salesmanship.</li><li>● The objectives of the salesman to;<ul style="list-style-type: none"><li>● the company,</li><li>● Himself,</li><li>● Customer,</li></ul></li></ul></li> <li>● <b>Characteristics Of A Salesman-</b> Motivation, Friendliness, Confidence, Persuasiveness and Politeness.</li></ul>

**1. PRINCIPLE OF SALESMANSHIP**

● **Functions Of A Salesman to:**

- Customers,
- Company,
- Government,
- Public or its environment.

● **Salesmanship And Marketing:**

- The relationship between salesmanship and marketing,
- The differences between salesmanship and marketing,
- The skills needed in salesmanship.

● **Job/ Career Opportunities In Salesmanship:**

- Relevance of salesmanship as a course of study
- Self reliance/employment

● **Types Of Salesman:**

- Industrial Salesman,
- Sales Representative/ marketing Representative
- Retail salesman,
- Wholesale Salesman,
- Functions of each type.

**2. SALES MANAGEMENT**

● **Sales management:**

- Definition of sales management,
- Roles and techniques of a sales manager,
- Sales decisions,
- Factors affecting sales,
- Company objectives and sales force decision,
- Roles of sales force.

● **Sales Forecasting:**

- Definition of sales forecast,
- Methods of sales forecasting,

- Uses and users of sales forecasting,
- Advantages and Disadvantages of Sales forecasting,
- Meaning of market survey,
- Importance of market survey to salesman and producer.

3.

### ADVERTISING AND SALES PROMOTION

- **Advertising:**
  - Definition,
  - Types of advertising
  - Types of advertising media,
  - Advantages and disadvantages
  - Reasons for advertising to the company and the salesman.
- **Communication Process:**
  - Definition,
  - Means,
  - Importance of communication to salesman.
  - Barriers in communication.
- **Branding And Packaging:**
  - Definition of Branding and Packaging,
  - Types,
  - Importance,
  - Advantages and disadvantages.
- **Promotion:**
  - Definition,
  - Types
  - Sales Incentives
    - Gift items,
    - Discounts- Trade/ Cash, seasonal, quantity
  - Importance of promotion to salesman
  - Advantages and disadvantages of promotion.

#### 4. PRICING AND DEMAND

- **Pricing:**
- Definition,
- Importance of price fixing.
- Methods/Strategies used in price determination,
- Advantages and disadvantages of price fixing.

- Effect of price changes and customers behaviour
- Problems of pricing.

- **Demand:**

- Meaning and types,
- Factors affecting demand,
- Laws of demand,
- Effects of a change in demand,
- Market forces and pricing.

- **Cost Base:**

- Definition of cost,
- Types of cost,
- Differences between types of cost.
- Determinant of cost,
- Theory of cost
- Analysis/ Calculation of cost and profit.

- **Discounts:**

- Definition,
- Types,
- Importance and reasons for giving discounts to customers,
- Differences between the various types of discounts.

- **Consumer:**

- Definition,
- Meaning of consumer market,
- Meaning of consumer behavior,

## 5. CONSUMER BEHAVIOUR

- Factor affecting consumer buying behavior
- Types of buying decision,
  
- **Decision Process:**
  
- Meaning,
- Relationship between decision process and sales,
- Method of decision process,
- Hierarchy of needs
  
- Psychological needs,
- Sociological needs,
  
- Factor affecting consumer decision making
- Effect of consumer decision on sales,
- Reasons for consumer decision
- Problems associated with consumer decision process.
  
- **Environmental Factors Affecting Consumer Behaviour:**
  
- Sociological factors:
  
- Urban and Rural community,
- Family income,
- Occupation,
- Education,
- Age,
- Sex,
- Race/ Nationality,
- Religion/culture,
  
- Characteristics of a conventional market,
- Customer attitudes and behavior.
  
- **Corporate Buying Behaviour:**
  
- Meaning of Corporate/industrial buyer
- Factors that influence corporate/industrial buying behaviour:
  
- Quantity,
- Quality,

- Sources,
- Pricing,
- Delivery time.

- **Major Sale Influence:**

- Product quality,
- Price in relation to quality,
- Factors that stimulate sales,
- Promotion influencing sales
- Corporate image
- Differences between price, product and promotion.

- **Channels of Distribution:**

- Definition of distribution and channels of distribution,
- Various channels of distribution,
- Advantages and disadvantages of each channels of distributions
- Problems,
- Factors affecting choice of channels distribution.

- **Retailer:**

- Definition,
- Functions
- Advantages of retailship to

- The producer
- The customer

- **Wholesaler:**

- Definition,
- Types,
- Functions to

- The producer,
- The consumer,

		<ul style="list-style-type: none"> <li>● Advantages and disadvantages of wholesale trade</li>   <li>● <b>Warehousing:</b></li>   <li>● Meaning,</li> <li>● Types,</li> <li>● Advantages and Disadvantages.</li>   <li>● <b>Consumer Co-operative Societies:</b></li>   <li>● Definition,</li> <li>● Types,</li> <li>● History of consumer co-operative societies,</li> <li>● Functions of co-operative society to their member and the economy.</li> <li>● Advantages and disadvantages.</li> </ul>
7.	<b>INTERNATIONAL TRADE</b>	<ul style="list-style-type: none"> <li>● <b>Export trade and Import Trade:</b></li>   <li>● Definitions,</li> <li>● Types,</li> <li>● Advantages and disadvantages</li> <li>● Role of a salesman in import and export trade,</li> <li>● Differences between import trade and export trade.</li> <li>● Barriers to international trade.</li>   <li>● <b>Basic concepts and documents used in import and export trade:</b></li>   <li>● Definition of documents;</li> <li>● Types of documents;</li> <li>● Uses of each document;</li> <li>● Examples of the document;</li> <li>● Explanation of the concepts:</li>   <li>● Principle of comparative advantages,</li> <li>● Terms of trade,</li> <li>● Terms of payment,</li> <li>● Balance of trade and Balance of payment,</li> </ul>

		<ul style="list-style-type: none"> <li>● Differences between Balance Trade and Balance of payment.</li> </ul>
8.	<p><b>ENTREPRENEURSHIP AND FINANCE IN SALESMANSHIP</b></p>	<ul style="list-style-type: none"> <li>● <b>Concept Of Entrepreneurship In Salesmanship:</b></li> <li>● Definition of entrepreneur and entrepreneurship,</li> <li>● Differences between entrepreneurship and entrepreneur,</li> <li>● Types of entrepreneur,</li> <li>● Objectives of an entrepreneur,</li> <li>● Roles and Qualities of an entrepreneur</li> <li>● The ways a salesman can be an entrepreneur,</li> <li>● Problems of entrepreneurship,</li> <li>● Advantages of entrepreneurship.</li> <li>● <b>Finance In Salesmanship:</b></li> <li>● Meaning of finance,</li> <li>● Uses and importance of finance,</li> <li>● Sources of finance to a salesman and an entrepreneur,</li> <li>● Definition of financial Institutions</li> <li>● Types of financial institutions</li> <li>● Role of financial institutions to salesman and entrepreneur</li> </ul>

**SUSGGESTED TEXT BOOKS**

- Basic Marketing- McCarthy Jerome, E. , William Perreault Jr.
- Marketing – G. B. Giles ( The M & E hand book services)
- Consumer Behaviour – Prof. Achumba ( University of Lagos)
- Fundamentals of Selling – Charles M. Futrell.