

## **22BA2L1:SELLING&NEGOTIATIONSKILLS**

Subject Code :	22 BA 2L1	I A Marks	50
No. of Lecture Hours / Week	05	End Exam Marks	50
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	5 Hour/Week	Exam Hours	03

### **CourseDescriptionandPurpose:**

Sales and Negotiation Skills (SNS) Lab/Practical course teach management students how to sellstrategically—and successfully—to different clients and in different situations. By learning tofacilitate productive meetings, handle objections, and manage negotiations effectively, they’ll beable to close winning deals without breaching the institution’s risk-return parameters. In thiscourse, participants study essential best practices and learn how to apply them as they completeinteractive exercises, observe video demonstrations, and familiarize themselves with helpful jobaids they can continue to use post-training.In addition, two one-day skills application labs,Client Meeting Skills and Negotiating with Clients, are available to reinforce the concepts taughtinthis course.

### **CourseObjectives:**

- Toimbibein thestudents, criticalsales competenciesthat drivebuying decisions;
- Togiveinsightsintohowtoboostindividualandorganizationalproductivitythroughsaleslead management;
- Tointroducebasic theoreticalprinciplesandparticularstepsin thenegotiatingprocess.

### **CourseLearningOutcomes:**

AfterSuccessfulcompletion ofthiscourse, Studentsshouldbeableto

CO-1 Understandandappreciatetheskillsandcompetenciesrequiredtobeaneffectivesalesperson

CO-2 Closesaleseffectivelyandmanagetheir respectiveterritories

CO-3 Understandandappreciatewhatittakestobeagoodnegotiator

CO-4 Manageconflictinthenegotiationprocess

CO-5 Understandtheadvantagesandlimitationsofvariousnegotiationstrategies

## **CourseContent**

### **UNIT-I:**

Nature and Role of Selling: Importance of Selling – Role in the Context of Organization –survival and growth – Types of Selling: Differences in Selling Situations, New Business VersusService Selling – Newton's Classification of Sales Types – McMurry and Arnold's classificationof selling Types – Consumer Indirect Selling, industrial Selling, Missionary,

Sales team/group Selling Merchandising, Telesales, Franchise selling, International selling.

**UNIT-II:**

Attributes of a Good Salesperson: Personality and Physical Characteristics, Enthusiasm, Confidence, Intelligence, Self-Worth, Knowledge-product, Competition, Organization, Market, Customer, Territory: Communication Skills, Persuasive Skills. (to be supplemented by live exercises on personal selling)

**UNIT-III:**

Personal Selling Skills: The opening – Need and problem identification – the Presentation and Demonstration – Dealing with Objections – Negotiations – Closing the Sale -follow up (to be supplemented by live exercise on personal selling)

**UNIT-IV:**

Negotiation Skills: Goal, Collaborative/Win-Win not Compromise – Pyramid of Success: Power, Time, and Information – Opponent: Visceral or Idea, (To be supplemented by live exercises on personal selling)

**UNIT-V:**

Different Phases of Negotiation: Pre-Negotiation – Opening- Information Sharing – Problem solving – Agreement – Breakdown in Negotiation – Barriers that Create Impasse- Overcoming Barriers- people Problem-Mediation-Arbitration-Ethics.

**PRACTICAL COMPONENTS:**

- ✓ Dividing students into groups and give a scenario to negotiate and reach conclusion.
- ✓ Reading: 8 Habits of Highly Effective People; apply the concepts and understand how people approach negotiation through different mind-sets.
- ✓ Conduct Role Plays for different scenarios.
- ✓ Solve various case studies dealing with conflict between teams and organizations.
- ✓ Ask students to identify three unconscious factors that may affect their negotiation effectiveness and ask them to explain why or how that phenomenon may occur. Management games like two-dollar game, cross the line games can be played in the class to develop negotiation skills among the students.

**REFERENCE TEXT BOOKS:**

- 1) Roy J. Lewicki, David M. Saunders, Bruce Barry, Negotiations, 5/e, McGraw Hill, 2005.
- 2) George Seidel, Negotiating for success: Essential strategies and skills, Univer

sityofMichigan.3. PatricForsyth, Negotiaon skills forrookies.

- 3) DavidGoldwich, Win-WinNegotiations, STtrainingsolutions
- 4) BrianTracyandZigZiglan, Persuasivesellingandpowernegotiations.
- 5) TheEssentialsofNegotiation–HarvardBusinessSchoolPress.
- 6) NegotiationHandbookbyP. J.Cleary–PrinticeHallof India.
- 7) ABC‘sofSellingSkillsbyCharlesM.Futrell–McGrawHill.

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