

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



PRINCIPLES & PRACTICE OF SELLING

28 MARCH 2006

Development & Role of Selling in Marketing:

- Background
- Nature & Role of Selling
- Image of Selling
- The Nature & Role of Sales Management
- The Marketing Concept
- Implementing the Marketing Concept
- The Relations Between Sales & Marketing

Consumer & Organisational Buyer Behaviour:

- Differences Between Consumer & Organisational Buying
- Consumer Buyer Behaviour
- Factors Affecting the Consumer Decision-Making Process
- Organisational Buyer Behaviour
- Factors Affecting Organisational Buyer Behaviour
- Developments in Purchasing Practice
- Relationship Management

Sales Strategies:

- Sale & Marketing Planning
- The Planning Process
- Establishing Marketing Plans
- The Place of Selling in the Marketing Plan

Sales Responsibilities & Preparation:

- Sales Responsibilities
- Preparation

Personal Selling Skills:

- The Opening
- Need & Problem Identification
- The Presentation & Demonstration
- Dealing with Objection
- Negotiation
- Closing the Sale
- Follow-Up

Sales Setting:

- Sales Channels
- Segmentation
- Sales Promotions
- Industrial/Commercial/Public Authorities
- Selling for Resale
- Exhibitions
- Telephone Selling
- Selling Services
- Publication Relations

International Selling:

- Economic Aspects
- International Selling & the Individual Company
- Cultural Factors in International Selling
- Organisation for International Selling

Law & Ethical Issues:

- The Contract
- Terms & Conditions
- Terms of Trade
- Business Practices & Legal Control

Reading List

Main Text:

Selling & Sales Management - Geoffrey Lancaster & David Jobber (Pitman)

Alternative Texts and Further Reading:

Selling: Management & Practice - P Allen (Pitman)