



PIMPRI CHINCHWAD EDUCATION TRUST  
A Trusted Brand in Education: Since 1990..

PCET's  
S B Patil Institute of management  
Certification in Selling Skills



### Coverage of Topics

1. **An overview of personal selling:** functions of a sales person, characteristics of a sales person, Sales as a career. Importance and role of Personal Selling, Building trust and Sales Ethics. [ 8 hours ]
2. **Personal Selling situations Theories:** AIDAS, Right set of circumstances theory, buying formula theory, Behavioral Equation Theory. [ 7 hours ]
3. **Prospecting:** Need and Methods; Pre approach: Sales Knowledge; Sales presentation: methods, elements, approach. [ 7 hours ]
4. **Handling Objections:** categories and techniques; closing the sale: techniques; Post sale follow up. Sales territory concept, reasons for establishing sales territories, procedure for setting up sales territories. [ 8 hours ]

