



**BLOOM PUBLIC SCHOOL**  
*C-8 Vasant Kunj New Delhi*  
**SYLLABUS FOR THE SESSION 2024-25**  
**Class: XI**  
**Subject: Salesmanship**

SYLLABUS		
MONTH	CHAPTERS (NCERT TEXT BOOK)	CONTENT
<b>April</b>	<b>PART B: Salesmanship</b> Unit 1: Salesmanship	<ul style="list-style-type: none"> <li>✓ Introduction to Personal Selling - Introduction, Meaning &amp; Definition of Personal.</li> <li>✓ Nature of Personal Selling.</li> <li>✓ Need &amp; Importance of Personal Selling</li> <li>✓ Approaches to Personal SellingSalesmanship.</li> <li>✓ Qualities of a salesperson.</li> </ul>
	<b>PART A: Employability Skills</b> Unit 1: Communication Skills	<ul style="list-style-type: none"> <li>✓ Methods of communication – Verbal, Non-verbal &amp; Visual</li> <li>✓ Communication styles - assertive, aggressive, passive aggressive, submissive, etc.</li> <li>✓ Writing skills.</li> </ul>
<b>May</b>	<b>PART A: EmployabilitySkills</b> Unit 2: Self ManagementSkills	<ul style="list-style-type: none"> <li>✓ Strength &amp; Weakness analysis, Grooming</li> <li>✓ Personal hygiene Team work Networking skills</li> <li>✓ Self-motivation – Types of motivation,</li> <li>✓ Goal setting, Time management.</li> </ul>
<b>July</b>	<b>PART B: Salesmanship</b> Unit 2: Essentials of Sales	<ul style="list-style-type: none"> <li>✓ Knowledge of Industry &amp; Company - Introduction, Benefits of acquiring Knowledge to salesmen, Knowledge of Industry, Knowledge of Company.</li> <li>✓ Knowledge of products/ services- Introduction, Meaning of Products Goods &amp; Services, Categories of products, Product features to be highlighted by the salesperson.</li> <li>✓ Knowledge of customers- Different types of consumers in sales, Benefits of knowledge of customers.</li> </ul>
	<b>PART B: Salesmanship</b> Unit 3: Preliminary Statesof Personal Selling Process	<ul style="list-style-type: none"> <li>✓ Prospecting - Meaning &amp; definition of prospecting,</li> <li>✓ Importance of Prospecting, Characteristics of prospects, Methods of Prospecting.</li> </ul>

<b>August</b>	<b>PART B: Salesmanship</b> Unit 3: Preliminary States of Personal Selling Process	<ul style="list-style-type: none"> <li>✓ Pre-approach - Meaning of pre-approach, Importance of Pre-Approach, Sources of Information in Pre-Approach.</li> <li>✓ Approach - Meaning of approach, Importance of Approach, Methods of Approach.</li> </ul>
	<b>PART A: Employability Skills</b> Unit 3: ICT Skills	<ul style="list-style-type: none"> <li>✓ Introduction to ICT- Introduction to word processing. Software packages for word processing. Opening &amp; exiting the word processor. Creating a document.</li> </ul>
<b>September</b>	<b>PART A: Employability Skills</b> Unit 3: ICT Skills (CONT.)	<ul style="list-style-type: none"> <li>✓ Basic interface LibreOffice Writer -Saving, closing, opening &amp; printing document Formatting text in a word document</li> <li>✓ Checking spelling &amp; grammar Inserting lists, tables, pictures &amp; shapes Header, footer &amp; page number Tracking changes in Libre Office Writer.</li> </ul>
	<b>PART C: Project</b>	
<b>October</b>	<b>PART B: Salesmanship</b> Unit 4: Advanced Stages of Personal Selling Process	<ul style="list-style-type: none"> <li>✓ Presentation &amp; demonstration- Introduction, Presentation, Identification of sales presentation methods, Types of sales presentations, Benefits of sales presentation, Essential features of good presentation, Matching presentation methods.</li> <li>✓ Demonstration - Significance of demonstration, Essential of a good demonstration, Types of demonstration</li> <li>✓ Objection handling- Introduction, Definition, Reasons for objection, Objections &amp; excuses, Handling objections, Procedure for handling objections, Objection handling methods, Some common objections.</li> </ul>
	<b>PART C: Project</b>	
<b>November</b>	<b>PART B: Salesmanship</b> Unit 4: Advanced Stages of Personal Selling Process (Cont.)	<ul style="list-style-type: none"> <li>✓ Closing of sale - Introduction, Importance of close, Reasons of failure to close, Pre-requisites for successful closing, Methods of successful close</li> <li>✓ Aftersales service - Introduction, Importance of after sales service, Steps in after sales service techniques.</li> </ul>
	<b>PART C: Project</b>	
<b>December</b>	<b>PART A: Employability Skills</b> Unit 4: Entrepreneurial Skills	<ul style="list-style-type: none"> <li>✓ Introduction to Entrepreneurship Values of an entrepreneur Attitude of an entrepreneur Thinking like an entrepreneur</li> <li>✓ Coming up with a business idea Understanding the market Business Planning.</li> </ul>

<b>January</b>	<b>PART A: Employability Skills</b> Unit 5: Green Skills	<ul style="list-style-type: none"> <li>✓ Sectors of Green Economy</li> <li>✓ Policies for a green economy</li> <li>✓ Stakeholders in green economy - Government &amp; private agencies.</li> </ul>
	<b>PART C: Project</b>	
<b>February</b>	<b>Revision</b>	
<b>March</b>	<b>Annual Examination</b>	

<b>ASSESSMENT SYLLABUS</b>	
<b>PERIODIC ASSESSMENT -I</b>	<b>Employability Skills</b> Unit 1: Communication Skills <b>Salesmanship</b> Unit 1: Salesmanship
<b>MID TERM EXAMINATION</b>	<b>Employability Skills</b> Unit 1: Communication Skills Unit 2: Self – Management Skills Unit 3: ICT Skills <b>Salesmanship</b> Unit 1: Salesmanship Unit 2: Essentials of Sales Unit 3: Preliminary Stages of Personal Selling Process
<b>PERIODIC ASSESSMENT – II</b>	<b>Employability Skills</b> Unit 4: Entrepreneurial Skills <b>Salesmanship</b> Unit 4: Advanced Stages of Personal Selling Process
<b>FINAL EXAMINATION</b>	<b>Employability Skills</b> Unit 1: Communication Skills Unit 2: Self – Management Skills Unit 3: ICT Skills Unit 4: Entrepreneurial Skills Unit 5: Green Skills <b>Salesmanship</b> Unit 1: Salesmanship Unit 2: Essentials of Sales Unit 3: Preliminary States of Personal Selling Process Unit 4: Advanced Stages of Personal Selling Process