



**BLOOM PUBLIC SCHOOL**  
**C-8 Vasant Kunj, New Delhi**  
**Syllabus for the Session 2025-26**

**Class: XII**

**Subject: Salesmanship**

<b>SYLLABUS</b>			
<b>MONTH</b>	<b>CHAPTER (CBSE Study Material)</b>	<b>CONTENT (Topics)</b>	<b>Practical/Activities</b>
<b>April</b>	<b>Subject Specific Skills</b> Unit 1: Sales Organisation	Functions and Factors affecting Sales Structure Classification of Sales Organization	Activity - Students will make a presentation on the different types of Sales Organisation structures.
	<b>Employability Skills</b> Unit 1: Communication Skills-IV	Meaning of Active Listening and its stages Parts of Speech Written Communication	
<b>May</b>	<b>Subject Specific Skills</b> Unit 2: Inside Selling / Store Based Selling	Retailing in India Retail formats in India Functions of Facilitator Sales career in Retail	Activity 1 - Students will take 2 stores each of all the different type of store formats, visit them and identify their store layout , display and number of sales persons involved.  Activity 2 – During a visit to the store, identify the roles performed by the salespersons as a facilitator, demonstrator and administrator.
	<b>Project Work</b> <b>PA 1 Examination</b>		
<b>July</b>	<b>Employability Skills</b> Unit 2: Self-Management Skills IV	Motivation and Positive Attitude Ways to manage Stress Result orientation Self – Awareness	
	<b>Project Work</b>		

		Common Personality Disorders	
<b>August</b>	<p><b>Subject Specific Skills</b> Unit 3: Field Selling (contd.)</p> <p><b>Employability Skills</b> Unit 3: ICT Skills-IV</p> <p><b>Project Work</b></p> <p><b>PA 2 Examination</b></p>	<p>Sales Territories – Purpose and procedure of setting a sales territory Sales Quotas – Meaning and procedures for setting sales volume quotas Field Selling – Prerequisites for field sales</p> <p>Introduction to types of spreadsheet Performing Basic Operations in a Spreadsheet Working with Data and Formatting Text Advanced Features in Spreadsheet Presentation Software Opening, Closing, Saving and Printing a Presentation. Working with Slides and Text in a Presentation. Advanced Features used in Presentation</p>	Activity – Identify motivated / unmotivated sales people at different levels in manufacturing and service industries and gather information regarding them.
<b>September</b>	<p><b>Subject Specific Skills</b> Unit 3: Field Selling</p>	<p>Sales Territories – Purpose and procedure of setting a sales territory Sales Quotas – Meaning and procedures for setting sales volume quotas Field Selling – Prerequisites for field sales</p>	

	<b>Project Work Mid Term Examination</b>		
<b>October</b>	<b>Employability Skills</b> Unit 4: Entrepreneurial Skills-IV  <b>Subject Specific Skills</b> Unit 4: Motivation & Compensation for Salesperson	Introduction to Entrepreneurship Types of Entrepreneurs Barriers to Entrepreneurship Entrepreneurial Attitudes  Motivation – Dimensions of motivation and characteristics of motivated salesmen. Importance of motivation in salesmanship. Compensation Rewards – Types of compensation, Advantages and Disadvantages Non- Compensation Rewards – Different types of non-compensation rewards	Activity 1 - Prepare a list of different types of compensation rewards offered to salesmen engaged in sales of products / services in different industries.  Activity 2 - Identify different types of non-compensation rewards offered by the manufacturing or service industries to their salesmen under motivation plan. Note down their results in form of new orders or increased sales.
<b>November</b>	<b>Pre-Board I Examination</b>		
<b>December</b>	<b>Pre-Board II Examination</b>		
<b>January</b>	<b>Board Practical</b>		
<b>February</b>	<b>Board Examination</b>		
<b>March</b>	<b>Board Examination</b>		
<b>ASSESSMENT SYLLABUS</b>			
<b>PERIODIC ASSESSMENT -1</b>		<b>Subject Specific Skills</b>	

	Unit 1: Sales Organisation  <b>Employability Skills</b> Unit 1: Communication Skills	
<b>PERIODIC ASSESSMENT -2</b>	<b>Subject Specific Skills</b> Unit 2: Inside Selling / Store Based Selling  <b>Employability Skills</b> Unit 2: Self-Management Skills IV	
<b>MID TERM EXAM</b>	<b>Subject Specific Skills</b> Unit 1: Sales Organisation Unit 2: Inside Selling / Store Based Selling Unit 3: Field Selling  <b>Employability Skills</b> Unit 1: Communication Skills Unit 2: Self-Management Skills IV Unit 3: ICT Skills-IV	Practical – 40 Marks Activity 1 – Presentation to be made on Sales strategy analysis of any retail company of their choice  Activity 2 – Role play on buyer and seller relationship
<b>PRE-BOARD – I EXAMINATION</b>	<b>Subject Specific Skills</b> Unit 1: Sales Organisation Unit 2: Inside Selling / Store Based Selling Unit 3: Field Selling Unit 4: Motivation & Compensation for Salesperson  <b>Employability Skills</b> Unit 1: Communication Skills Unit 2: Self-Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills-IV Unit 5 : Green Skills	Practical – 40 Marks Activity 1 – Presentation to be made on Sales strategy analysis of any retail company of their choice  Activity 2 – File to be submitted on Interview of a salesperson  Activity 3 – Role play on buyer and seller relationship
<b>PRE-BOARD – II EXAMINATION (December)</b>	<b>Subject Specific Skills</b> Unit 1: Sales Organisation	Practical – 40 Marks Activity 1 – Presentation to be made on Sales strategy

	Unit 2: Inside Selling / Store Based Selling Unit 3: Field Selling Unit 4: Motivation & Compensation for Salesperson  <b>Employability Skills</b> Unit 1: Communication Skills Unit 2: Self- Management Skills IV Unit 3: ICT Skills-IV Unit 4: Entrepreneurial Skills-IV Unit 5 : Green Skills	analysis of any retail company of their choice  Activity 2 – File to be submitted on Interview of a salesperson  Activity 3 – Role play on buyer and seller relationship
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