



BLOOM PUBLIC SCHOOL
C-8 Vasant Kunj, New Delhi
Syllabus for the Session 2026-27

Class: XI

Subject: Salesmanship

SYLLABUS			
MONTH	CHAPTER (CBSE Study material)	CONTENT (Topics)	Practical/Activities
April	PART B: Salesmanship Unit 1: Salesmanship	<ul style="list-style-type: none"> ✓ Introduction to Personal Selling - Introduction, Meaning & Definition of Personal. ✓ Nature of Personal Selling. ✓ Need & Importance of Personal Selling ✓ Approaches to Personal Selling Salesmanship. ✓ Qualities of a salesperson. 	Activity - Take a company of your choice and understand its complete communication mix and analyse effect of mass communication and personal communication (personal selling) activities adopted.
	PART A: Employability Skills Unit 1: Communication Skills	<ul style="list-style-type: none"> ✓ Methods of communication – Verbal, Non- verbal & Visual ✓ Communication styles - assertive, aggressive, passive aggressive, submissive, etc. ✓ Writing skills. 	Activity - Role Play on the communication process. Students will play the role of a buyer and seller. Students will list out the elements of the communication process and also highlight the communications barriers which may exist,
May	PART B: Salesmanship Unit 2: Essential of Sales	<ul style="list-style-type: none"> ✓ Knowledge of Industry & Company - Introduction, Benefits of acquiring 	Activity - Introduction of knowledge of Industry with its significance and sources Discussion of how to collect information

	<p>PART C: Practical File</p>	<ul style="list-style-type: none"> ✓ Knowledge to salesmen, Knowledge of Industry, Knowledge of Company. ✓ Knowledge of products/ services- Introduction, Meaning of Products Goods & Services, Categories of products, Product features to be highlighted by the salesperson. ✓ Knowledge of customers- Different types of consumers in sales, Benefits of knowledge of customers. <p>Projects to be assigned</p>	<p>regarding firm from various sources and its significance</p>
<p>July</p>	<p>PART A: Employability Skills Unit 2: Self – Management Skills</p> <p>Unit 3: ICT Skills</p>	<ul style="list-style-type: none"> ✓ Strength & Weakness analysis, Grooming ✓ Personal hygiene Teamwork Networking skills ✓ Self-motivation – Types of motivation, ✓ Goal setting, Time management. ✓ Introduction to ICT- Introduction to word processing. Software packages for word processing. ✓ Opening & exiting the word processor. Creating a document. ✓ Basic interface LibreOffice Writer - 	<p>Activity - Students will prepare their interest and abilities worksheet. Based on this, they will think of a career they can have.</p> <p>Activity: Identify different types of customers for manufacturing or service industries. Prepare a sales presentation addressing their mindset and convert them into buyers.</p> <p>Activity: Students will form groups and perform the practice exercises,</p>

	<p>PART C – Practical</p> <p>PA1 Examination</p>	<p>Saving, closing, opening & printing document</p> <ul style="list-style-type: none"> ✓ Formatting text in a word document ✓ Checking spelling & grammar Inserting lists, tables, pictures & shapes Header, footer & page number Tracking changes in Libre Office Writer <p>Projects to be discussed</p>	
August	<p>PART B: Salesmanship</p> <p>Unit 3 : Preliminary Stages of Personal Selling Process (Contd.)</p> <p>PART C: Practical File</p>	<ul style="list-style-type: none"> ✓ Meaning and definition of prospecting characteristics of prospects methods of prospecting. ✓ Meaning of pre – approach importance of pre – approach sources of information <p>Discussion of projects.</p>	<p>Activity: Students will go to a automobile dealer outlet and observe the process of presentation and demonstration the salesman employs to sell a car. Identify if there are differences in approach while selling high priced or economical cars.</p> <p>Activity: Visit a mall and observe the common objections raised by customers while purchasing branded shirts.</p>
September	<p>PART B: Salesmanship</p> <p>Unit 3 : Preliminary Stages of Personal Selling Process</p> <p>TERM 1 Examination</p>	<ul style="list-style-type: none"> ✓ Define the meaning of approach ✓ Identify the importance of approach ✓ Methods of approach 	<p>Activity – Students will give presentation on the concept of Approach and the methods of approach.</p>

October	<p>PART B: Salesmanship</p> <p>Unit 4: Advanced Stages of Personal Selling Process (Contd.)</p>	<ul style="list-style-type: none"> ✓ Describe the stages in the process of demonstration and presentation ✓ Objection Handling ✓ Techniques of closing a Sales 	<p>Activity – Visit a mall and observe at least five salespersons in different stores and list the method employed for closing the deal.</p> <p>Activity - Interview at least five salesperson and ask them the widely used methods in the aftersales service of consumer durables.</p>
November	<p>PART B: Salesmanship</p> <p>Unit 4: Advanced Stages of Personal Selling Process</p>	<ul style="list-style-type: none"> ✓ Aftersales service – Understand the concept and importance of after sales service and steps involved in the after sales service. 	<p>Activity – Interview atleast five salespeople and ask them the widely used methods</p>
December	<p>PART A: Employability Skills Unit 4: Entrepreneurial Skills</p> <p>PA 2 Examination</p>	<ul style="list-style-type: none"> ✓ Introduction to Entrepreneurship Values of an entrepreneur Attitude of an entrepreneur thinking like an entrepreneur ✓ Coming up with a business idea Understanding the market Business Planning. 	<p>Activity – In groups, students will research and present on the leasing startups, discuss their business model and entrepreneurs.</p>
January	<p>PART A: Employability Skills Unit 5: Green Skills</p>	<ul style="list-style-type: none"> ✓ Sectors of Green Economy ✓ Policies for a green economy ✓ Stakeholders in green economy – Government & private agencies. 	<p>Activity – In groups, students will elect any one sector of the green economy, its importance and career opportunities provided by each of these sectors.</p>

	PART C: Practical	File Presentation	
February	Revision Annual Examination Practical Examination		
March	Results		
ASSESSMENT SYLLABUS			
PERIODIC ASSESSMENT -1	Employability Skills Unit 1: Communication Skills Salesmanship Unit 1: Salesmanship		
PERIODIC ASSESSMENT -2	Employability Skills Unit 3: ICT Skills Salesmanship Unit 3: Preliminary Stages of Personal Selling Process Unit 4: Advanced Stages of Personal Selling Process		
MID TERM EXAM	Employability Skills Unit 1: Communication Skills Unit 2: Self – Management Skills Salesmanship Unit 1: Salesmanship Unit 2: Essentials of Sales	Practical – 40 Marks Viva Voce Role Play	
ANNUAL EXAMINATION	Employability Skills Unit 1: Communication Skills Unit 2: Self – Management Skills Unit 3: ICT Skills Unit 4: Entrepreneurial Skills Unit 5: Green Skills	Practical – 40 Marks Viva Voce Role Play	

	Salesmanship Unit 1: Salesmanship Unit 2: Essentials of Sales Unit 3: Preliminary Stages of Personal Selling Process Unit 4: Advanced Stages of Personal Selling Process	
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