



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

Class: XII

Subject: Salesmanship

SYLLABUS			
MONTH	CHAPTER (CBSE Study Material)	CONTENT (Topics)	Practical/Activities
April	Subject Specific Skills Unit 1: Sales Organisation Employability Skills Unit 1: Communication Skills-IV	Functions and Factors affecting Sales Structure Classification of Sales Organization Meaning of Active Listening and its stages Parts of Speech Written Communication	Activity - Students will make a presentation on the different types of Sales Organisation structures.
May	Subject Specific Skills Unit 2: Inside Selling / Store Based Selling Project Work PA 1 Examination	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.
July	Employability Skills Unit 2: Self-Management Skills IV Project Work	Motivation and Positive Attitude Ways to manage Stress Result orientation Self – Awareness	

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

	Project Work Mid Term Examination		
October	Employability Skills Unit 4: Entrepreneurial Skills-IV Subject Specific Skills 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.
November	Revision		
December	Pre-Board I Examination		
January	Pre-Board II Examination Board Practical		
February	Board Examination		
March	Board Examination		

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

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