SALESMA NSHIP

SCHEME OF EXAMINATION

There will be two papers, Paper 1 and Paper 2 – both of which will constitute a composite paper to be taken at one sitting.

**PAPER 1:** Will consist of forty (40) multiple choice questions, all of which are to be answered in fifty (50) minutes for 20 marks.

**PAPER 2:** Will consist of seven (7) essay questions out of which candidates will be required to answer any five (5) for eighty (80) marks. The Paper will last 2 hours.

DETAILED SYLLABUS

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1. **PRINCIPLE OF SALESMAHNSHIP**

- Functions Of A Salesman to:
  - Customers,
  - Company,
  - Government,
  - Public or its environment.

- Salesmanship And Marketing:
  - The relationship between salesmanship and marketing,
  - The differences between salesmanship and marketing,
  - The skills needed in salesmanship.

- Job/ Career Opportunities In Salesmanship:
  - Relevance of salesmanship as a course of study
  - Self reliance/employment

- Types Of Salesman:
  - Industrial Salesman,
  - Sales Representative/ marketing Representative
  - Retail salesman,
  - Wholesale Salesman,
  - Functions of each type.

2. **SALES MANAGEMENT**

- Sales management:
  - Definition of sales management,
  - Roles and techniques of a sales manager,
  - Sales decisions,
  - Factors affecting sales,
  - Company objectives and sales force decision,
  - Roles of sales force.

- Sales Forecasting:
  - Definition of sales forecast,
  - Methods of sales forecasting,
3. ADVERTISING AND SALES PROMOTION

- **Advertising:**
  - Definition,
  - Types of advertising
  - Types of advertising media,
  - Advantages and disadvantages
  - Reasons for advertising to the company and the salesman.

- **Communication Process:**
  - Definition,
  - Means,
  - Importance of communication to salesman.
  - Barriers in communication.

- **Branding And Packaging:**
  - Definition of Branding and Packaging,
  - Types,
  - Importance,
  - Advantages and disadvantages.

- **Promotion:**
  - Definition,
  - Types
  - Sales Incentives
  - Gift items,
  - Discounts- Trade/ Cash, seasonal, quantity
  - Importance of promotion to salesman
  - Advantages and disadvantages of promotion.
4. PRICING AND DEMAND

- **Pricing:**
  - Definition,
  - Importance of price fixing.
  - Methods/Strategies used in price determination,
  - Advantages and disadvantages of price fixing.

  - Effect of price changes and customers behaviour
  - Problems of pricing.

- **Demand:**
  - Meaning and types,
  - Factors affecting demand,
  - Laws of demand,
  - Effects of a change in demand,
  - Market forces and pricing.

- **Cost Base:**
  - Definition of cost,
  - Types of cost,
  - Differences between types of cost.
  - Determinant of cost,
  - Theory of cost
  - Analysis/Calculation of cost and profit.

- **Discounts:**
  - Definition,
  - Types,
  - Importance and reasons for giving discounts to customers,
  - Differences between the various types of discounts.

- **Consumer:**
  - Definition,
  - Meaning of consumer market,
  - Meaning of consumer behavior,
5. CONSUMER BEHAVIOUR

- Factor affecting consumer buying behavior
- Types of buying decision,

- Decision Process:
  - Meaning,
  - Relationship between decision process and sales,
  - Method of decision process,
  - Hierarchy of needs
  - Psychological needs,
  - Sociological needs,
  - Factor affecting consumer decision making
  - Effect of consumer decision on sales,
  - Reasons for consumer decision
  - Problems associated with consumer decision process.

- Environmental Factors Affecting Consumer Behaviour:
  - Sociological factors:
    - Urban and Rural community,
    - Family income,
    - Occupation,
    - Education,
    - Age,
    - Sex,
    - Race/ Nationality,
    - Religion/culture,
  - Characteristics of a conventional market,
  - Customer attitudes and behavior.

- Corporate Buying Behaviour:
  - Meaning of Corporate/industrial buyer
  - Factors that influence corporate/industrial buying behaviour:
    - Quantity,
    - Quality,
- Sources,
- Pricing,
- Delivery time.

- **Major Sale Influence:**
  - Product quality,
  - Price in relation to quality,
  - Factors that stimulate sales,
  - Promotion influencing sales
  - Corporate image
  - Differences between price, product and promotion.

- **Channels of Distribution:**
  - Definition of distribution and channels of distribution,
  - Various channels of distribution,
  - Advantages and disadvantages of each channels of distributions
  - Problems,
  - Factors affecting choice of channels distribution.

- **Retailer:**
  - Definition,
  - Functions
  - Advantages of retailership to
    - The producer
    - The customer

- **Wholesaler:**
  - Definition,
  - Types,
  - Functions to
    - The producer,
    - The consumer,
Advantages and disadvantages of wholesale trade

**Warehousing:**
- Meaning,
- Types,
- Advantages and Disadvantages.

**Consumer Co-operative Societies:**
- Definition,
- Types,
- History of consumer co-operative societies,
- Functions of co-operative society to their member and the economy,
- Advantages and disadvantages.

**Export trade and Import Trade:**
- Definitions,
- Types,
- Advantages and disadvantages
- Role of a salesman in import and export trade,
- Differences between import trade and export trade.
- Barriers to international trade.

**Basic concepts and documents used in import and export trade:**
- Definition of documents;
- Types of documents;
- Uses of each document;
- Examples of the document;
- Explanation of the concepts:
  - Principle of comparative advantages,
  - Terms of trade,
  - Terms of payment,
  - Balance of trade and Balance of payment,
8. **ENTREPRENUERSHIP AND FINANCE IN SALESMA NSHIP**

- **Differences between Balance Trade and Balance of payment.**

- **Concept Of Entrepreneurship In Salesmanship:**
  - Definition of entrepreneur and entrepreneurship,
  - Differences between entrepreneurship and entrepreneur,
  - Types of entrepreneur,
  - Objectives of an entrepreneur,
  - Roles and Qualities of an entrepreneur
  - The ways a salesman can be an entrepreneur,
  - Problems of entrepreneurship,
  - Advantages of entrepreneurship.

- **Finance In Salesmanship:**
  - Meaning of finance,
  - Uses and importance of finance,
  - Sources of finance to a salesman and an entrepreneur,
  - Definition of financial Institutions
  - Types of financial institutions
  - Role of financial institutions to salesman and entrepreneur

**SUGGESTED TEXT BOOKS**

- Marketing – G. B. Giles (The M & E hand book services)
- Consumer Behaviour – Prof. Achumba (University of Lagos)
- Fundamentals of Selling – Charles M. Futrell.