



B.Com Honours

Semester III

Calicut University

SALES MANAGEMENT

Course Code: COM3MN207 • Module 3 Notes

Module III: Personal Selling Skills

Personal selling effectiveness depends on mastered interpersonal skills, persuasive presentation techniques, body language decoding, and structured follow-up communication.

Unit 11: Negotiation, Interpersonal Communication, & Active Listening Skills

- 1. Negotiation Strategies:** Principled Win-Win negotiation (Fisher & Ury model) focusing on interests rather than positions.
- 2. Active Listening:** Paraphrasing customer concerns, withholding premature judgment, and decoding subtle emotional signals before pitching solutions.

Unit 12: Presentation & Product Demonstration Skills

Structure of high-impact sales demonstrations: Feature-Advantage-Benefit (FAB) framework. Showing how technical product attributes solve specific customer pain points.

Unit 13: Body Language & Non-Verbal Communication – Spatial Distance (Proxemics)

- 1. Proxemics (Spatial Zones):** Intimate Zone (< 1.5 ft), Personal Zone (1.5 - 4 ft for one-on-one sales), Social Zone (4 - 12 ft for corporate presentations).
- 2. Non-Verbal Cues:** Open postures, firm handshakes, sustained eye contact vs defensive crossed arms and evasive gazes.

Unit 14: Follow-up Calls & Written Sales Communication – Emails & Sales Letters

Drafting high-converting written sales outreach: AIDA structure applied to sales emails (Subject line attention grabber, concise benefit proposition, clear Call-to-Action - CTA).

Practical Case Framework (Non-Verbal Body Language & Proxemics Matrix): Analyze buyer non-verbal cues and recommended salesperson counter-actions during executive sales pitches.

Non-Verbal Behavioral Decoding Matrix:

Buyer Non-Verbal Signal	Underlying Psychological State	Salesperson Recommended Counter-Action
Crossed arms, leaning back, minimal eye contact	Skepticism, defensive posture, or resistance	Pause pitch; ask open-ended questions to invite buyer dialogue. Hand buyer a sample or brochure to open physical posture.
Chin stroking, nodding slowly, leaning forward	Evaluation, active interest, and consideration	Maintain steady presentation pace; transition smoothly into the Value Proposition and Trial Close.
Frequent phone checking, fidgeting, foot tapping	Impatient, distracted, or losing interest	Re-engage attention immediately with a striking ROI metric, live product demo, or direct diagnostic question.
Steeping fingers, direct eye contact, relaxed smile	High confidence, decision readiness, agreement	Initiate immediate Closing Sequence (Assumptive Close / Summary Close).

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