

| Lecture Plan | | | | | | | | |
|---|--------------|------------|---|---|---|-----------|------------------|--------------------|
| Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa | | | | | | | | |
| Name of Faculty: Ms.priyanka Thanekar | | | Subject: Sales Associate-Direct Channel-III | | | | | |
| Paper code: VOS413 | | | Program: S.Y.B.VOC (BFSI) | | | | | Division: - |
| Academic year: 2024-2025 | | | Semester: IV | | | | | Total Lectures: 60 |
| Course Outcome: The course aims to equip students with practical skills to effectively perform pre-sales activities, manage sales processes, and ensure customer satisfaction through efficient post-sales practices. | | | | | | | | |
| Course Outcome: At the end of the program, the learner will be able to: <ul style="list-style-type: none">• Show how to perform pre-sales activities• Apply proper methods to manage sales and post-sales activities | | | | | | | | |
| Student Learning Outcome: At the end of the program, the learner will be able to: <ul style="list-style-type: none">• Show how to perform pre-sales activities• Apply proper methods to manage sales and post-sales activities | | | | | | | | |
| Month | Lecture From | Lecture To | No. of lectures allotted | Topic, Subtopic to be covered | Exercise/ Assignment | ICT Tools | Reference books | |
| December 2025 | 09/12/24 | 14/12/24 | 8 | Module 1:Identify Potential Customers <ul style="list-style-type: none">• Show how to conduct cold calls and marketing campaigns in the allocated catchment area to generate direct leads• Show how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT• Prepare a sample sales presentation or proposal to explain product/service specifications | Role play,Debate, Assignment, Test,Oral | PPT | Model Curriculum | |

| | | | | | | | |
|-----------------------|----------|------------|----|---|---------------------------------------|-----|------------------|
| | 16/12/24 | 21/12/24 | | <ul style="list-style-type: none"> • Role play on how to apprise the potential customers about products and services offered by the company • Employ appropriate methods to maintain records of sales leads, potential clouds, customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken • Role play on how to follow up with the interested customers to complete the process | | | |
| January-February 2025 | 02/01/25 | 04/01/2025 | 16 | - | | | |
| | 06/01/25 | 11/01/25 | | Module 2:Perform Pre-Sale Activities <ul style="list-style-type: none"> • Role play on how to inform customers of contracts or other information pertaining to offered product/ services • Dramatize how to apprise the customer about specific features and details of the product/services chosen by them • Role play on how to resolve the customer queries about the chosen product, services, terms & conditions, and other legalities | Role play,Debate,Assignment,Test,Oral | PPT | Model Curriculum |
| | 13/01/25 | 18/01/25 | | <ul style="list-style-type: none"> • Apply proper methods to check the eligibility of the interested customers • Perform appropriate steps to collect the required information/documents as per standard procedures • Role play on how to introduce promotions and new services/products to customer | | | |
| | 20/01/25 | 25/01/25 | | <ul style="list-style-type: none"> • Apply proper methods to document sales by updating customer records. Module 3:Manage Sales & Post Sales Activities <ul style="list-style-type: none"> • Role play on how to assist the customers in filling up the application form • Perform appropriate steps to collect all relevant KYC, banking, and financial documents from the customer. | | | |
| | 27/01/25 | 01/02/25 | | <ul style="list-style-type: none"> • Dramatize how to apprise the customer of their responsibilities and duties as per the agreement and interact with them after sales or contract signings to resolve problems or complaints • Draft a sample monthly sales report • Role play on how to present sales reports to the higher management | | | |
| | | | | | | | |
| | | | | | | | |

| | | | | | | | |
|-------------------------|----------|----------|----|---|--|-----|---------------------|
| February- March 2025 | 03/02/25 | 08/02/25 | 16 | Modue 4:Employability Skills <ul style="list-style-type: none"> • Demonstrate how to follow environmentally sustainable practices • Role play the 21st century skills such as self-awareness, behaviour skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. In personal and professional life • Practice the use basic English for everyday conversation in different contexts, in person and over the telephone • Write short messages, notes, letters, e mails etc. In English | Role play,Debate,A ssignment,Tes t,Oral | PPT | Model Curriculum |
| | | | | <ul style="list-style-type: none"> • Prepare a sample career development plan with short- and long-term goals, based on aptitude • Practice following verbal and non verbal communication etiquette and active listening techniques in various settings • Roleplay how to work collaboratively with others in a team • Roleplay how to escalate any issues related to sexual harassment at workplace according to posh act | | | |
| | 09/02/25 | 15/02/25 | | | | | |
| | 17/02/25 | 22/02/25 | | <ul style="list-style-type: none"> • Show how to select financial institutions, products and services as per requirement • Practice how to carry out offline and online financial transactions, safely and securely • Operate digital devices and carry out basic internet operations securely and safely • Demonstrate the use of e- mail and social media platforms and virtual collaboration tools to work effectively | | | |
| | 24/02/25 | 01/03/25 | | <ul style="list-style-type: none"> • Practice the of use basic features of word processor, spreadsheets, and presentations • Develop a sample business plan and a work model, considering the 4ps of marketing product, price, place and promotion • Role play how to respond to customer requests and needs in a professional manner • Show how to follow appropriate hygiene and grooming standards | | | |
| | | | 16 | | | | |
| March 2025 | 03/03/25 | 08/03/25 | 16 | <ul style="list-style-type: none"> • Create a sample professional curriculum vitae (résumé) • Practice how to search for suitable jobs using reliable offline and online sources such as employment exchange, recruitment agencies, newspapers etc. And job portals, respectively | Role play,Debate,A ssignment,Tes t,Oral | PPT | Model Curriculum |

| | | | | | | | |
|------------------|----------|----------|----|--|---------------------------------------|-----|------------------|
| | | | | <ul style="list-style-type: none"> • Show how to apply to identified job openings using offline /online methods as per requirement • Demonstrate how to answer questions politely, with clarity and confidence, during recruitment and selection | | | |
| | 10/03/25 | 15/03/25 | | Module 5:On -The -Job-Training <ul style="list-style-type: none"> • Show how to conduct cold calls and marketing campaigns in the allocated catchment area to generate direct leads • Show how to set up meetings with potential clients to discuss product offerings in detail within the specified TAT • Prepare a sample sales presentation or proposal to explain product/service specifications | | | |
| | 17/03/25 | 22/03/25 | | <ul style="list-style-type: none"> • Role play on how to apprise the potential customers about products and services offered by the company • Employ appropriate methods to maintain records of sales leads, potential clouds, customer interactions or transactions, recording details of inquiries, complaints, or comments, as well as actions taken • Role play on how to follow up with the interested customers to complete the process • Role play on how to inform customers of contracts or other information pertaining to offered product/ services | | | |
| | 24/03/25 | 29/03/25 | | <ul style="list-style-type: none"> • Dramatize how to apprise the customer about specific features and details of the product/services chosen by them • Role play on how to resolve the customer queries about the chosen product, services, terms & conditions, and other legalities • Apply proper methods to check the eligibility of the interested customers • Perform appropriate steps to collect the required information/documents as per standard procedures | | | |
| | | | | | | | |
| March-April 2025 | 31/03/25 | 05/04/25 | 08 | <ul style="list-style-type: none"> • Role play on how to introduce promotions and new services/products to customer • Apply proper methods to document sales by updating customer records • Role play on how to assist the customers in filling up the application form • Perform appropriate steps to collect all relevant KYC, banking, and financial documents from the customer | Role play,Debate,Assignment,Test,Oral | PPT | Model Curriculum |

| | | | | | | |
|--------------------|-------------------|-----------|--|--|--|--|
| | 07/04/25 | 11/04/25 | <ul style="list-style-type: none"> • Dramatize how to apprise the customer of their responsibilities and duties as per the agreement and interact with them after sales or contract signings to resolve problems or complaints • Draft a sample monthly sales report • Role play on how to present sales reports to the higher management | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| Assessment Rubrics | Component | Max Marks | | | | |
| | ISA 1 | | | | | |
| | ISA 2 | | | | | |
| | Practical | | | | | |
| | Project | | | | | |
| | Semester End Exam | 100 | | | | |