

Lecture Plan							
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa							
Name of Faculty: Ms. Sneha S. Gaonkar				Subject: Sales Associate - Direct Channel - II			
Paper code: VOS412				Program: S.Y.BVOC		Division: Not Applicable	
Academic year: 2024-25				Semester: IV		Total Lectures:30	
Course Objectives: To show how to perform pre-sales activities and to apply methods to manage sales and post-sales activities.							
Course Outcome: 1. Show how to perform pre-sales activities. 2. Apply methods to manage sales and post-sales activities.							
Student Learning Outcome: 1. To show how to perform pre-sales activities. 2. To apply 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 2024, January 2025	09/12/24	14/12/24	30	Module 1 – Identify Potential Customers Discuss the objectives		Smart board PPT	Agarwal, O. P. (Latest Year). Banking and Insurance. Mumbai: Himalaya Publishing House.
	16/12/24	21/12/24		benefits of the Skill India Mission			
	02/01/25	04/01/25		Describe the scope of Banking Industry and its sub-sectors			
							Uma Narang, Insurance

	06/01/25	11/01/25	Discuss job role and opportunities for a Sales Associate - Direct Channel			Industry in India, New Century Publication, New Delhi, India
	13/01/25	18/01/25	Discuss job role and opportunities for a Sales Associate - Direct Channel			S.Balachandran. (Latest Year). General Insurance. Mumbai: Insurance Institute of India.
	20/01/25	25/01/25	List the basic terminologies used in the banking services			
January 2025, February 2025	27/01/25	01/02/25	Explain the methods of identifying the potential customers via cold calling and their requirements and preferences		Smart board PPT	C. Arthur, W. J. (Latest Edition). Risk Management and Insurance. New Delhi: Tata McGraw Hill Publishing Company.
	03/02/25	08/02/25	Explain the methods of identifying the potential customers via cold calling and their requirements and preferences			
	10/02/25	15/02/25	List the categories of leads			Tripathy N. P. & Prabir Pal. (Latest Edition). Insurance Theory & Practice. New Delhi: Prentice Hall of India Pvt. Ltd.
	17/02/25	22/02/25	Discuss effective methods to generate sales leads			
	24/02/25	01/03/25	Discuss effective methods to generate sales leads			
March 2025, April 2025	03/03/25	08/03/25	Describe the methods of determining the most suitable product/service offering for the customer as per the requirement		Smart board PPT	
	10/03/25	15/03/25	Describe the methods of determining the most suitable product/service offering for the			

			customer as per the requirement			
	17/03/25	22/03/25	Explain standard specifications of various products/services offered by financial institutions			
	24/03/25	29/03/25	Explain standard specifications of various products/services offered by financial institutions			
	31/03/25	05/04/25	Discuss cross and up-selling service/products methods			
	07/04/25	11/04/25	Revision			
<b>Assessment Rubrics</b>	<b>Component</b>	<b>Max Marks</b>				
	ISA 1	Not Applicable				
	ISA 2	Not Applicable				
	Practical					
	Project					
	Semester End Exam	75				

