

		Lecture Plan
Name of the college: Government College of Arts, Science & Commerce, Sanquelim, Goa		
Name of Faculty: Mr. Shahish Chudu Naik	Subject: BFSI	
Paper : VOG412 – Sales Associate – Direct Channel II	Program: S.Y.B.VOC	Division:
Academic year: 2024-25	Semester: IV	Total Lectures: 15
Course Objectives: <ol style="list-style-type: none"> 1. Show how to perform pre-sales activities 2. Apply proper methods to manage sales and post-sales activities 		
Expected Course Outcome: <ol style="list-style-type: none"> 1. Show how to perform pre-sales activities 2. Apply proper methods to manage sales and post-sales activities 		
Student Learning Outcome: <p>At the end of the program, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Show how to perform pre-sales activities 		

2. Apply proper methods to manage sales and post-sales activities

Dates	No. of Lectures	Topics, Subtopics to be Covered	Exercise/Assignment	ICT Tools	Reference Books
09/12/2024 - 14/12/2024	1	Discuss customer service techniques		PPT	
16/12/2024 - 21/12/2024	1	Discuss customer service techniques		VIDEO LINKS	
02/01/2025 - 04/01/2025	1	List the documents required for the sale of financial products/services	Assignment	VIDEO LINKS	
06/01/2025 - 11/01/2025	1	List the documents required for the sale of financial products/services		VIDEO LINKS	
13/01/2025 - 18/01/2025	1	Explain the importance of confirming the suitability of the product/service with the customer		VIDEO LINKS	
20/01/2025 - 25/01/2025	1	Explain the importance of confirming the suitability of the product/service with the customer		VIDEO LINKS	
27/01/2025 - 01/02/2025	1	State the significance of confirming the availability of all the required documents with the customer		VIDEO LINKS	

03/02/2025 - 08/02/2025	1	State the significance of confirming the availability of all the required documents with the customer		VIDEO LINKS	
10/02/2025 - 15/02/2025	1	Explain the importance of ensuring all potential customers sign up for the agreement and provide all required documents		VIDEO LINKS	
17/02/2025 - 22/02/2025	1	Explain the importance of ensuring all potential customers sign up for the agreement and provide all required documents		VIDEO LINKS	
24/02/2025 - 29/02/2025	1	Explain the methods of taking feedback from the customers and work upon them		VIDEO LINKS	
02/03/2025 - 07/03/2025	1	Explain the methods of taking feedback from the customers and work upon them		VIDEO LINKS	
09/03/2025 - 14/03/2025	1	State the significance of achieving high level of customer service and satisfaction at all times	Role play	VIDEO LINKS	
16/03/2025 - 21/03/2025	1	State the significance of achieving high level of customer service and satisfaction at all times		VIDEO LINKS	

23/03/2025 - 28/03/2025	1	REVISION			
30/03/2025 - 04/04/2025	1	REVISION			
06/04/2025 - 11/04/2025	1	REVISION			

Component	Max Marks
ISA 1	
ISA 2	
Practical	
Project	
Semester End Exam	75