

ENHANCING SALES FORCE PERFORMANCE

Feb 27 - Mar 03, 2017



Executive Education
Indian Institute of Management, Ahmedabad

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Markets are dynamic in nature characterised by intense global competition, pressure on margins, changing customer expectations, fragmented communication channels, and proliferating distribution channels. Sales management in such competitive markets has become a challenge and a key activity for organisations for developing competitive advantage.

In this dynamic environment, the profile of the sales force has undergone a sea change. The two main recent changes impacting the process are adoption of technology and realignment of distribution function. This has resulted in shifting the focus on selling to the end customer and the retailer as against the distributors or the wholesalers. The art of sales is moving from product sales to problem solution selling. Ensuring a high level of performance of the sales force would require development of new capabilities besides reassessing the capacities of the current workforce. Organisations are also facing challenges in attracting, developing, motivating and retaining performers, and building teams. In addition, job responsibilities, performance assessment, and incentive compensation needs to be relooked.

This programme will discuss relevant analytical sales management frameworks and examine their applicability for practical solutions. Managers will be urged to examine novel ways of looking at their sales force and execute strategies that match realities of the market place.

Objectives

- Understanding customers, markets, & organisational processes from a sales management perspective
- Developing plans for managing the sales force effectively in order to enhance sales productivity and performance

Content

- Assessing and creating customer value
- Performance and reward management
- Building a value-based sales programme
- Managing and enhancing sales productivity
- Recruiting and training the sales force
- IT application in sales force management
- Building teams and motivating the sales force

Target Audience

- Senior and middle level sales managers from FMCG, consumer durables, industrial, financial services, and IT/knowledge sectors.
- Marketing and commercial managers who are responsible for revenues and field level sales operations.
- Retail and category managers.
- Heads of business units, CEOs of small and medium enterprises.
- HR managers responsible for sales HR processes.



Faculty

- Khokle, Pradyumana
- Patel, Rajendra
- Sinha, Piyush Kumar (Faculty Co-Chair)
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- Varkkey, Biju (Faculty Co-Chair)
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- Verma, Sanjay

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **February 13, 2017** and last date for early bird discount is **February 06, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management, Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4472 to 77 and 4461 to 69

Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)

E-mail: exed@iima.ac.in

Website: www.iima.ac.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

Programme Fee and Payment

INR 1,20,000 (+15% Service Tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **February 13, 2017**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/ organisation concerned.



The programme fee can be paid in one of these three ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management, Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Enhancing Sales Force Performance
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA Service Tax Registration Number:
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the IIMA website

(www.iima.ac.in/exed) for more information.

[C] Demand draft/ cheque payable at par at Ahmedabad

The cheque/ draft should be in favour of **"Indian Institute of Management, Ahmedabad"** and sent directly to Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before **February 06, 2017** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organisational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम
भारतीय प्रबंध संस्थान, अहमदाबाद

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