



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



BECOMING AN EFFECTIVE SALES MANAGER



Programme Director:
Prof. Ramendra Singh



Programme Dates:
February 01 - 05, 2024



Programme Venue:
MDC, IIM Calcutta

INTRODUCTION

This hands-on program puts emphasis on developing skills and competencies concerning sales function and roles. It aims to provide a broad understanding of emerging sales and marketing frameworks and contemporary approaches to growing business through effective selling. It will also focus on 'cutting edge' issues concerning skills and competencies of sales leaders and professionals. The program provides basic understanding of contemporary approaches to acquiring, retaining and growing business with various stakeholders in the market in an efficient and effective manner. The Program faculty will focus on the synergy between in-field practice and in-class learning.

OBJECTIVES:

The participant will develop and enhance competencies to:

- Develop Sales Leadership
- Effectively Plan for a Sales Job
- Motivate and Manage Sales Teams
- Set Goals and Measure Performances
- Communicate and Negotiate Effectively
- Understand Different Consumers (Individuals and Organisations)
- Effectively Manage Key Accounts



PEDAGOGY

The Programme will be highly experiential and interactive, comprising participant presentations and discussions, case studies, classroom lectures and presentations by experts.



WHO MAY ATTEND

This program will be of great interest to you if you are an executive or a manager from marketing, product / brand, and sales functions or a marketing analyst whose principal responsibilities lie in generating demand, revenues, and profits from new and existing products and services. Managers from other functional areas or a non-marketing background with a supporting role for organisation's marketing activities would also find the program relevant.



KEY TOPICS

- Understanding Emerging Challenges for Sales Professionals in Contemporary Environment
- Developing Sales Leadership
- Selling Process and Strategies
- Personal Selling: Transaction Vs. Relationship Approach
- Consumer V/s Business Markets: Implications for Selling
- Key Account Management and Customer Relationship
- Performance Management Issues for Sales Professionals
- Managing Self and People in a Sales Organisation (Motivation, Team Building and Leadership)
- Communication and Negotiations Skills for Sales Professionals
- Sales Planning: Issues in Territory Planning and Forecasting



PROGRAMME DIRECTOR

Prof. Ramendra Singh is a Professor of Marketing at IIM Calcutta. He is a Fellow of IIM Ahmedabad, MBA from XLRI Jamshedpur, and B.Tech from IIT-BHU. His research has been published in reputed international journals such as Industrial Marketing Management, Journal of Business and Industrial Marketing, and Asia Pacific Journal of Marketing and Logistics. He has worked for six years in sales and marketing positions in several companies such as Indian Oil Corporation in Marketing Division, ExxonMobil managing its auto-lubricants distribution network, SRF Limited as Product Manager, and later in ICICI Bank as business development manager at the corporate office. He has also undertaken consulting projects for pharmaceutical companies including Lupin, and Jubilant Organosys. Besides the program directors, other faculty and experts with rich experience in marketing practice will also be included as facilitators during the program.

For further details of the Programme, Programme Director can be contacted at ramendra@iimcal.ac.in



PROGRAMME DETAILS

- **Duration:** February 01 - 05, 2024
- **Programme Commencement:** 9:00 AM on February 01, 2024
- **Programme Conclusion:** 2:00 PM on February 05, 2024
- **Venue:** Management Development Centre (MDC), IIM C Campus
- **Accommodation:** For Residential participants
 - **Check in:** January 31, 2024 (6:00 pm onward)
 - **Check out:** February 05, 2024 (2:00 pm)

PROGRAMME FEES

- **Residential (R):** ₹ 110,000/- plus taxes and surcharges as applicable.
- **Non-Residential (NR):** ₹ 100,000/- plus taxes and surcharges as applicable.

We would strongly encourage candidates to enroll as Residential participants, as the experience of an MDP is optimized in a full-immersion mode.

Discount on Programme fees:

A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- Participants would have to make their own travel arrangements.
- Accommodation at IIM C will be provided till 2.00 p.m. on the last day of the Programme. Participants staying beyond this time will have to bear additional stay and food charges, which they have to settle directly with the hospitality service provider, conditional upon room availability.
- Cancellation Policy: In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.
- Executive Education Alumni: With effect from April 1, 2017, participants of IIM Calcutta's 'Open' MDPs who attend 20 days of learning through two or more Open MDPs will be eligible to apply for 'Executive Education Alumni of IIM Calcutta' status.



HOW TO APPLY

- You can apply/nominate your personnel by clicking on the “Apply Now” link corresponding to the particular MDP, as appearing on our online calendar available at: <https://iimcal.ac.in/mdp/mdp-calendar>
- Once the candidature(s) is (are) approved, the sponsoring authority or participant (in case of self-nomination) will be intimated over email along with the Payment Advice seeking programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS).
- Upon remitting the fees online, kindly intimate CMDP office with the UTRNo./relevant transaction details through email, so that we can connect your remittance to your nomination(s). Please note that confirmation of participation is subject to receipt of Programme fees by CMDP Office before commencement of the MDP.

IIM CALCUTTA’S ACCREDITATIONS AND RANKINGS

- Triple accreditations by AACSB (Association to Advance Collegiate Schools of Business), AMBA (Association of MBAs) and EQUIS.
- IIM Calcutta is the only B school in India to be a member of CEMS, a global alliance of leading business schools, multinational companies and NGOs
- IIM Calcutta has been ranked 2nd in India and 59th globally in ‘Open-enrolment Programmes’ category in the Financial Times Executive Education Ranking 2022. The Institute has secured 76th rank in Financial Times Global MBA Ranking 2023 and 1st in BT-MDRA Best B-School Survey 2022



Our correspondence address is as follows:

CMDP Office

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For all other details on administrative matters please refer to the ‘Guidelines for Participants’ on our website or e-mail to program_mdp@iimcal.ac.in