



# INDIAN INSTITUTE OF MANAGEMENT CALCUTTA



## BECOMING AN EFFECTIVE SALES MANAGER



**Programme Directors: Prof. Ramendra Singh &  
Prof. Prashant Mishra**



**Programme Dates: November 05 - 09, 2024**



**Programme Venue: MDC, IIM Calcutta**

# INTRODUCTION

This hands-on programme 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 programme 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 Programme 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



## 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



## 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 programme 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 programme relevant.



## PROGRAMME DIRECTORS

**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 programme directors, other faculty and experts with rich experience in marketing practice will also be included as facilitators during the programme.

For further details of the Programme, Programme Director can be contacted at [ramendra@iimcal.ac.in](mailto:ramendra@iimcal.ac.in)



**Prof. Prashant Mishra** is a Professor in Marketing area at IIM Calcutta. His research interests include Sales & Marketing Processes, Consumer Psychology, Digital Marketing and Sustainability. In Executive education, he has led, designed and delivered learning and development initiatives for Business Leaders, Mid-level Sales and Marketing leaders, Unit Heads for more than 50 organisations both in Public and Private sectors. Some salient initiatives were for leading Indian FMCG, Telecom, Banking, Insurance, Pharmaceutical and Energy (including Oil & Gas, Power) and IT Firms. He has also conducted programmes for Senior Management Professionals with International learning component and has led several senior business executive delegations across the globe for interactions with the Corporate Headquarters, Policy Research Institutions, Local Nodal Ministries, Local Industry Associations and Chambers of Commerce, Manufacturing Units of Leading Firms, International multilateral institutions such as WTO, UN, ILO, EU, OPEC, etc. His recent consulting engagements have been mostly on building customer-centric processes, marketing audit, creating new brand and brand strategy, sales process mapping and facilitating strategy planning in leading Indian conglomerates.

For further details of the Programme, Programme Director can be contacted at [prashant@iimcal.ac.in](mailto:prashant@iimcal.ac.in)



## PROGRAMME DETAILS

- Programme Commencement:** 9:00 AM on November 05, 2024
- Programme Conclusion:** 2:00 PM on November 09, 2024
- Accommodation:** For Residential participants, on single occupancy
  - **Check-in:** November 04, 2024 (6:00 PM onward)
  - **Check-out:** November 09, 2024 (2:00 PM)



## PROGRAMME FEES

- Residential (R):** ₹ 1,10,000/- plus taxes and surcharges as applicable.
- Non-Residential (NR):** ₹ 1,00,000/- 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 Calcutta will be provided till 2:00 PM on the last day of the Programme. Participants who may wish to stay beyond this time will have to check with the CMDP Office for room availability, and associated charges. IIM Calcutta does not provide any family accommodation.
- 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 01, 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 a Proforma Invoice 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) & 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’s MBA programme has been ranked 60th and MBA-Ex programme 76th in Financial Times Global rankings, 2023. In Domestic rankings, the Institute has secured 1st position in both BT-MDRA and Fortune India Best B-School Survey 2023



Our correspondence address is as follows:

CMDP Office

Management Development Centre (MDC)

Indian Institute of Management Calcutta, Diamond Harbour Road, Joka, Kolkata - 700 104

Phone: **Board** +91 33 7121 6000-01, #6012, 6016 | **Direct** +91 33 7121 6016

Email: [program\\_mdp@iimcal.ac.in](mailto:program_mdp@iimcal.ac.in) | Weblink: <https://www.iimcal.ac.in/mdp/mdp-calendar>

**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](mailto:program_mdp@iimcal.ac.in)**