



Management Development Programme

Enhancing Sales Force Performance

January 21, 2012

Asia Pacific Institute of Management
New Delhi (Non-Residential)

Programme Director
Prof (Dr) N.H. Mullick
Dean (Academics)

Asia-Pacific Institute of Management
New Delhi

Overview

Today we are witnessing a change in customers, competitors, products, technologies as well as markets. These changes have certainly made our environment more challenging and competitive. Every team in the organization is trying to beat unachievable targets. To achieve the speculated growth in the market, various avenues have to be created. This is therefore a big challenge for all the sales managers and their teams working in different markets where performance is the only parameter for success. This programme therefore has been designed based on the challenges of the market and to help the participants through analysis, discussions and suggesting ways to accelerate their sales performance.

Objective

The program has the following objectives:

- To develop an understanding of the key concepts of the sales process and explore the key issues in developing a go-to-market strategy.
- Develop a framework for a sales force diagnosis.
- Sharpen and acquire new skills for improving performance of sales force through better territorial design and quota allocations.
- Performance management.
- Learn from practices of other Companies/Industries through Case Discussions on Situational selling.
- Acquire new insights in managing sales teams.

Contents

- Sales Planning
- Building teams
- Performance Measurement
- Optimizing sales force size & territories
- Evaluating sales personnel
- Leadership styles & Sales force motivation
- Use of technology in enhancing performance

Pedagogy

A proper blend of Case studies, presentation, conceptual lecture cum discussions, experience sharing, group work etc. Specific problems/issues pertaining to participant's sales/distribution situations would also be taken up.

For Whom

The program is targeted for the middle level executives like Area Sales Managers/ Branch Managers and Regional Managers from FMCG, consumer durables, industrial, financial services, and IT/knowledge sectors.

Venue & Duration

The program is scheduled on **January 21'2012** on a non-residential basis at **AIM Campus in Jasola (Opp.Sarita Vihar), New Delhi.**

Program Fee

INR 4,500/-* (Non-Residential) per participant.

Early Bird Discount (Before : January 1, 2011) – 5 % of the total fee

Group Discount (Minimum 3 people) – 10 % of the total fee.

Early Bird + Group Discount (First 15 seats) 15 % of the total fee.

***Service Tax (10.30%) on the program fee to be charged extra.**

Registration Remittance

Fees are payable by **DD** in favour of '**Asia Pacific Institute of Management**' payable at **New Delhi.**

Payment may be made through the following means

1. Electronic fund transfer to Savings A/C
2. Demand draft, payable at New Delhi or pan-India cheque payable at par in favor of 'Asia-Pacific Institute of Management, New Delhi'.

Please inform us of the transaction details once payment is made.

Name of Account Holder : ASIA PACIFIC INSTITUTE OF MANAGEMENT

Pan No. :AAA TA 1400 G

Service Tax Regd. No. : AAA TA 1400 GST-001

Bank : Indian Bank, Jasola Branch, New Delhi

Account No. : 700405478

Account type : Savings

IFSC Code : IDIB000J033

Enquiry

For any information, please write or e-mail to The Senior Manager (MDP), Asia-Pacific Institute of Management
E-mail: araina@asiapacific.edu; (**Mobile: 9818120201**), or the Programme Director; n.mullick@asiapacific.edu;
(**Phone: 011 - 42094800; Mobile: 9899846750**)

Programme Director

Prof. (Dr.) N.H.Mullick has done his Ph.D from Jamia Millia Islamia, New Delhi and an MBA in Marketing from Aligarh Muslim University. He has an overall experience of 26 years, 15 years in industry handling all India

operations in reputed Consumer Durables & IT companies. He has an experience of 11 years in academics teaching Marketing in reputed Business Schools. His area of interest is Sales & Distribution Management & Services Marketing. Presently he is a Professor of Marketing & Dean (Academics) at Asia Pacific Institute of Management.

Asia-Pacific Institute of Management

Asia-Pacific Institute of Management (AIM) is ranked amongst the top Business Schools in the country. Established in 1996, the institute has achieved a status of distinction by following the path envisioned by its founders. Their passion for supreme quality management education is evident in every endeavor undertaken at the institute. Asia-Pacific is proud of its faculty consisting of dedicated thought leaders, an infrastructure that can compete with the best and a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of management, the faculty and staff enables Asia-Pacific to groom business leaders capable of contributing towards a global corporate order. A robust interface with industry is ensured through guest lectures, industry visits and industry training opportunities. A mutually beneficial relationship is encouraged between the industry and the academia through a mutual exchange of practical and conceptual aspects of management knowledge.

Centre for Management Development Programmes

Institute aims to emerge as a prominent centre for management education which is evident in every endeavor undertaken at the institute. Asia-Pacific is proud of its faculty consisting of dedicated thought leaders, an infrastructure that can compete with the best and a curriculum that is upgraded regularly to keep in tune with industry needs. Concerted effort on the part of the management, the faculty and the staff enables Asia-Pacific to groom business leaders capable of contributing towards a global corporate order.

A symbiotic relationship is encouraged between the industry and the academia through a mutual exchange of practical and theoretical aspects of marketing science.

Our management educational programs attempt to help executives in broadening their understanding and improving their skills to prepare them to face the challenges at higher positions. Programs of varying duration and structure focus on the current areas of interest to executives at the senior, middle or junior management levels.

Download Nomination Form [Click Here](#)



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