

Management Development Program (MDP)

“Enhancing Sales Force Effectiveness and Performance”

For any organisation, its sales force is a major growth engine and a critical resource in which it makes substantial investments. Effectiveness of sales force and high performance by them is an imperative, which no organization can neglect. At the same time, it is a hugely challenging task, given the ever increasing product & market complexity, a cut throat competitive environment and demanding customers. **But what factors contribute to an outstanding sales force?** Is it simply a matter of hiring talented salespeople, or are there ways to help a sales team advance from the bunch of learner to the experts in sales, exhibiting excellent effectiveness and high performance?

Whether you are a frontline sales person or a manager, do you have it in you what it takes to deliver high productivity and sales performance? Learn Now!!

Enrol for 1-day management development programme designed to enhance effectiveness field force



ABOUT THE PROGRAM

The program is designed to give overview to sales executives and sales managers of the factors contributing to sales performance and sales force effectiveness and the factors those hinder success. The program will deliver tools, techniques and framework for understanding these issues and providing solutions for individuals to deliver outstanding sales performance and organizations to make their field force effective and get high sales performance.

Date: Saturday, 16th January 2016

Organised by



Centre for Management Development

PILLAI INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

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OBJECTIVES

This program aims at delivering practical insights to the participants in the following areas:

- Understanding factors those contribute to sales force productivity, effectiveness and sales performance in an organization
- Provide participants with tools for diagnosing factors hindering success and pinpointing corrective steps
- Provide sales force effectiveness framework
- Improving skills of organizing sales force
- Understanding drivers of success of sales force

KEY TAKEAWAYS

- Understanding dynamics of effectiveness and sales performance
- Improved territory and area management skills
- Improved personal selling skills
- Self and team motivation
- Develop effective metrics for sales performance
- How to inspire underperforming sales person
- Understand and deal with challenges of field force supervision

COURSE CONTENTS

- Optimum market and customer coverage
- Customer targeting and prioritising
- Personal selling skills
- Understanding consumer and industrial buying behaviour
- Channel management skills
- Structuring Sales force
- Facilitating and supporting sales efforts
- Motivating and leading sales force
- Sales force and technology
- Building a potent sales force culture for optimising time and territory management

CASE EXAMPLES

- A pharmaceutical company had its sales force make hundreds of thousands of calls to physicians, but an analysis showed that a surprising number of those calls were wasted on low-volume medical practices because the sales reps felt more comfortable with those physicians. By helping the sales force target and prioritize the highest-volume segment of the market, this company could smooth the path toward a potential 20% increase in revenues.
- An insurance company with 60,000 commissioned agents was not performing up to par. Even though it recruited 25,000 agents every year, within twelve months 60 percent of those agents left the company. Only 13 percent remained after four years. This company has huge retention issues. It costs them millions to train and recruit all those salespeople.

PEDAGOGY

A proper blend of case studies, presentations, conceptual lecture cum discussions, experience sharing, and small group work shall be used for effective delivery of program.

WHO SHOULD ATTEND?

This programme will benefit Junior and Middle level sales and marketing executives from all industries/sectors in general and FMCG, Pharmaceutical, Insurance, Service sectors in particular irrespective of whether they sell to their customers directly or through distribution channels. It will also benefit sales support/coordination managers, HRBP managers responsible for sales/ marketing people.

PARTICIPATION DETAILS

Program

This management development program is non-residential. The program timings are from 10.00 a.m. to 05.00 p.m.

Fees

The fees for the program is Rs. 2000/- (two thousand only) per participant. The non-refundable fee includes morning/evening tea/coffee, lunch as well as study material and folder.

Certificate

All participants shall receive certificate of participation issued by Pillai Institute of Management Studies and Research.

Venue

Pillai Institute of Management Studies and Research, Dr. K.M. Vasudevan Pillai Campus, Sector 16, New Panvel 410206

Director PIMSR :

Dr. G. Vijayaragavan

Program Coordinator:

Dr. Mukesh Goyal

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TRAINERS

Mr. Sanjiv Vaidya, B.Tech. (IIT, Kharagpur), PGDM (IIM, Calcutta)

Mr. Sanjiv Vaidya comes with 28 years of rich industrial work experience with renowned Indian and MNCs including Godrej & Boyce, Tata-Honeywell, Tektronix Inc., Haworth Inc. and Forbes & Co. Mr Vaidya has held position of GM -Tektronix Inc, Sr GM – Tata Honeywell, V.P. – Deccan Cargo & Express Logistics, Regional Sales Director (South Asia) – Haworth Inc. and Director (Shipping & Logistics) – Forbes & Co. He is a promoting director of Aideas Consulting Pvt Ltd. founded by him and currently engaged in consulting. An excellent orator, Mr. Vaidya is also a visiting faculty to many prestigious Business Schools.



Dr. Mukesh Goyal, M.Sc., M.M.S., Ph.D.

Head – Centre for Management Development, PIMSR

An expert in Sales-force management, Dr. Mukesh Goyal has over 19 years work experience in the areas of Marketing, Sales and Channel Management in India and overseas with leading companies including Ranbaxy, Merck, Wockhardt and Cadila in OTC and Pharma space across positions starting from management trainee to Vice president and Country Manager Levels. In addition, Dr Goyal has over 4 years' experience in conducting MDPs and teaching various marketing subjects to MMS and MBA (Executive) students.



About the Institute

Established in 1998, Pillai Institute of Management Studies and Research (PIMSR) trains students for Master of Management Studies under the aegis of the prestigious University of Mumbai. **PIMSR is accredited by NBA for MMS program.** With approval from the All India Council of Technical Education (AICTE), PIMSR also offers MBA equivalent post graduate diploma programs (PGDM) and MBA (Executive) programs. The Directorate of Technical Education, Government of Maharashtra has awarded the institute an 'A' grade.

The institute is a part of the Mahatma Education Society (MES) run by Dr. K. M. Vasudevan Pillai, a renowned academician (Founder and CEO), supported by Dr. Daphne Pillai (Rector), Dr. Priam Pillai (COO) and Mr. Franav Pillai (Dy. CEO), is a large society in education field running 48 institutions in Mumbai and Navi Mumbai in diverse areas including schools, global academies, engineering colleges, sports academies, education colleges and management institutes. PIMSR has been ranked among the top private B-Schools by various business magazines consistently.

The large faculty pool of PIMSR, comprising of very senior professionals and highly recognized academicians, has created an exciting learning environment for the students and participants. Currently PIMSR has several international partners such as St. Mary's School of Economics and Business, University of California Berkeley, Moraga, California, Hebei University of Economics and Business, Shijiazhuang, China and Kaplan, Singapore. To know more about PIMSR, please visit www.pimsr.ac.in

