

Programme on
Sales Management

May 18-22, 2009



asci
Leadership through Learning

**Administrative Staff
College of India**

ABOUT THE PROGRAMME

Changes in the environment today are rapid and their implications for Sales Managers substantial. Continued recessionary phase, increasing competition, discerning consumers and technological changes have brought the focus back from Product Management to the Sales Function. The internet has opened new opportunities, as also threats.

The prominence of Sales Management function is all too evident but skill requirements are increasing from energy, enthusiasm and presentation skills to include managerial capabilities and strategic thinking.

The abilities of teamwork, understanding consumer needs, product profitability analysis, leveraging knowledge, and relationship management are necessary for the present generation Sales Managers. This shift in 'grooming' is essential to deliver results in a high competitive environment.

CONTENT

The programme on Sales Management is designed to enhance considerably the Sales Managers' overall effectiveness on the job by:

- ▶ Strengthening his conceptual skills and providing deeper insights into the sales and marketing functions.
- ▶ Developing his analytical and planning skills.

Some of the major topics to be covered during the 5 day programme include:

- ▶ Interface between Sales and Marketing Strategy
- ▶ Understanding consumer needs and the buying process for creating sustainable 'value'
- ▶ Product Profitability Analysis
- ▶ ICT Enabled Sales
- ▶ Managing channels
- ▶ Importance of Non-Price Factors
- ▶ Management of Receivables
- ▶ Human Relation skills for Team Work and Motivation
- ▶ Formulating Sales Strategies & Sales Audit

METHODOLOGY

The programme will rely on experience sharing, case studies, lecture-cum-discussions and group exercises.

ELIGIBILITY

The programme is designed for:

- ▶ Middle managers with large companies directly engaged in the management of sales function or about to assume such responsibilities at the corporate, regional or branch level.
- ▶ Senior managers in medium sized and small companies who have the responsibility for selling
- ▶ Promoters of Start-ups/Family Managed businesses.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in single air-conditioned rooms in the Bella Vista or the College Park Campus of the College at Hyderabad. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Campus will be arranged by the College.

DURATION

The Programme duration is from **Monday, May 18 to Friday, May 22, 2009**. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs. 30,000/- (US \$ 950 if foreign) plus Service Tax @10.30% per participant will be charged to cover tuition, board and lodging, courseware and other facilities of the College including Internet usage. Local participants not availing hostel accommodation will be given a discount of Rs. 1,000/- per day for the duration of the programme.

A concession of ten per cent is given to the second nominee and onwards. A

ten per cent concession is also given to a woman participant, if she is a lone nominee.

Since the College enjoys exemption from Income Tax, please do not deduct tax.

LAST DATE FOR NOMINATION

The nomination form duly filled in along with the Demand Draft made out in favour of “**Administrative Staff College of India**” payable at Hyderabad should reach the **Programmes Officer by May 4, 2009**.

LAST DATE FOR WITHDRAWAL

May 11, 2009. Any withdrawals after this date will entail forfeiture of fee paid.

ASCI ALUMNI ASSOCIATION

Participants of College Programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the Programme

Programme Director

Ms. Kanupriya Katyal

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