

Management Development Programme
Sales & Distribution Management
January 11-13, 2010
IMI Campus, New Delhi

Backdrop

Most producers do not sell their goods directly to final users. They design a multi-channel system to reach them. The design of marketing channel, that acts, as a strong interface, can provide competitive advantage to a firm in the industry. By contrast the absence of a good distribution network can also be a major fiasco in today's cutthroat competitive world. Marketing channel decisions are the most critical ones facing the marketing management today. It is complex and the complexity further gets compounded by the fact that the channel system take time to build usually years. Channel partners are not owned by the company in most cases. Sales force play a crucial role in getting the best out of marketing channel. Integrating the efforts of channel partners and sales efforts within the whole marketing effort becomes crucial towards achieving organizational goals. Sales force is responsible towards optimizing the coverage efforts at minimum cost- a significant need during the slowdown.

Objectives

The program has been designed keeping in mind the following objectives:

- Appreciating the inter-dependence and relationship amongst channels of distribution;
- Understanding how sales and distribution fits into the big picture of marketing and how these aspects can be combined to achieve organizational goals;
- To analyze decision alternatives and planning and implementation of Sales and marketing programs;
- To analyze selection, motivation of channel members and managing conflict.

Contents

- Issues and Challenges in the area of Sales and distribution in India today;
- Designing the Channel Structure;
- Motivating and Building Partnership with Channel partners;
- Role of First Line Sales Managers;
- Improving the productivity of Sales Efforts.

Methodology

Apart from lecture cum discussion, role plays, case studies and sharing of experiences will be used to effectively enhance the learning experience.

Who May Attend

This course has been designed keeping in mind the needs of the following category of professionals:

- Front line sales managers
- Area sales managers
- Branch sales managers
- Regional sales managers
- Entrepreneurs, who need to have an in-depth understanding of sales and distribution.
- Channel partners like modern retailers, distributors