

Our Other Management Development Programmes

Sl. No.	Programme Title	Dates
1.	The Leadership Clinic : Solving Your Most Persistent Problems...	May 5, 2017
2.	Effective Decision Making Using Advanced Excel	May 22-23, 2017
3.	Managing for Excellence through Effective Leadership	May 24-26, 2017
4.	Risk Management in Banks and Financial Institutions	June 22-23, 2017
5.	Building Corporate Strategy for Effective CSR	June 28-30, 2017
6.	Managing Self for Unlocking One's Potential and Achieving Excellence	July 10-11, 2017
7.	Finance for HR Executives	July 19-21, 2017
8.	Harnessing Emotional Intelligence for Higher Performance	July 26-28, 2017
9.	Leveraging Customer Engagement and Loyalty	August 3-4, 2017
10.	Project Management for Competitiveness	August 9-11, 2017
11.	Training of Trainers: A Programme for HR Professionals and Administrators for Enhancing Effectiveness and Return on Training Investment	August 16-18, 2017
12.	Human Capital Management in Global Context	August 21-24, 2017 Aug. 25-Sept. 2, 2017
13.	Business Research for Effective Market Decisions	August 28-29, 2017
14.	Corporate Strategy for Risk Management	Aug.30-Sept.1, 2017
15.	Enhancing Trust and Loyalty through Holistic Customer Engagement	September 4-5, 2017
16.	Finance for Non-Finance Executives	September 6-8, 2017
17.	Communication and Presentation Skills for Managers	September 13-15, 2017
18.	Managerial Leadership and Team Building	September 20-22, 2017
19.	Understanding and Analysis of Financial Statements	October 4-6, 2017
20.	Sustainable Development and Strategic CSR	October 11-13, 2017
21.	Effective PMS for High Performance Culture	November 1-3, 2017
22.	Strategic Cost Management to Improve Bottom Line	November 6-7, 2017
23.	IV Directors' Enclave	November 9-11, 2017
24.	Developing High Impact Leadership: Influence People-Impact Business	November 13-15, 2017
25.	HR Analytics: Making Informed Decisions	November 16-17, 2017
26.	Forecasting Techniques for Marketing and Business Decisions	November 20-21, 2017
27.	Developing HR Consulting Skills and Tool Kit: A Programme for Aspiring Internal HR Professionals and External Consultants	November 23-24, 2017
28.	Digital and Social Media Marketing	November 27-28, 2017
29.	Design & Implementation of Balanced Scorecard & 360 Degree Feedback System to Create a High Performing Organization	December 4-5, 2017
30.	Advanced Leadership for Senior Managers	December 6-8, 2017
31.	Maximize your Marketing ROI with Effective Selling and Negotiation	December 11-12, 2017
32.	Leading Strategy Execution & Change	December 13-15, 2017
33.	Effective Retail Management	December 18-19, 2017
34.	Design & Implementation of Formal Mentoring Programme for Building Learning Organization and Achieving Sustained Competitive Edge in VUCA World	December 21-22, 2017
35.	Business Analytics for Value Creation	January 15-16, 2018
36.	Interpersonal Skills and Persuasive Strategies for Managers	January 18-19, 2018
37.	V Directors' Enclave	January 18-20, 2018
38.	Finance for Non-Finance Executives	January 22-24, 2018
39.	Towards Effective Women Leadership	January 29-31, 2018
40.	Improving Negotiation Skills	February 5-7, 2018
41.	Credit Management, NPAs and Recovery Strategies in Banks and Financial Institutions	February 8-9, 2018
42.	Enhancing Managerial Effectiveness: A Programme for High Potential Emerging Leaders	February 14-16, 2018
43.	Honing Managerial Communication Skills	February 19-20, 2018
44.	Understanding and Analysis of Financial Statements	February 21-23, 2018



ABOUT IMI :

Nestled in the Qutab Institutional Area, International Management Institute (IMI), New Delhi was established in 1981 in collaboration with IMI Geneva (now IMD Lausanne). IMI is India's first corporate sponsored business school established with the support of corporate houses like: RPG Enterprises, Nestle, ITC, SAIL, Tata Chemicals, BOC and Williamson Magor. Over the last 35 years, the Institute has grown in its stature nationally and globally for providing high quality management education. This is evidenced through its International linkages with UNDP, World Bank, ILO, UNCTAD and Asian Productivity Organisation.

IMI's diverse and experienced resource pool of faculty resources having a rich combination of academic rigour and corporate exposure is one of the institute's distinct strengths. This vast and enriched pool has a special focus on delivering management education, training, research and consultancy. IMI contributes significantly to the growth and development of management as a discipline in India.

IMI conducts a large numbers of Management Development Programmes (MDPs) every year, which include Open Programmes, specially designed In-company programmes and Online programmes in different functional areas. These programmes are aimed at capability building of senior-level and top-level managers and executives to help them in updating their concepts and enhancing leadership and managerial skills.

IMI is a leading B-School of India with global and Indian accreditations. It is a leader in executive education and management development of public and private sector organizations.

IMI's strength across diverse management disciplines, backed by an excellent team of faculty and the strong network with eminent organisations, helps deliver its commitment towards its vision of being a premier global management school.

For registration/any other information, please contact:

Mr. Sat Parkash, General Manager (MDP)
International Management Institute

B-10, Qutab Institutional Area, Tara Crescent, New Delhi 110016

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Fire can be discovered for the second time...

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MANAGEMENT DEVELOPMENT PROGRAMME

Accelerating Sales Team Performance

July 13 - 14, 2017

IMI Campus, New Delhi

Programme Directors:
Prof. D.K. Batra & Prof. Nalin Jain

INTRODUCTION

Sales function in leading organizations not only uses the skills set and personality characteristics of sales force personnel, but also deals with the complexities of size, pay structure, incentives, performance and evaluation. The success of the sales force not only drives the organization's growth but also impacts the bottom-line in terms of targeted revenue and profits. In this context, companies are seeking to implement contemporary sales force management practices for upgrading the quality of their sales activities. This programme provides the participants with the skills, tools and knowledge and latest practices in sales force management.

Intensely focused on the practical application of proven principles, this programme immerses participants in a collaborative, highly interactive learning environment.

OBJECTIVES

- To create an understanding of the components of a successful sales team.
- To help the participants in diagnosing and prioritizing sales force challenges faced by them in their organizations.
- To create an understanding of opportunities and structuring and scaling the sales team.
- To develop an understanding of sales force talent management - improving recruitment, retention, motivation and development.

CONTENTS

- Frameworks for analyzing the Sales Environment
- Strategic Selling Vs. Traditional Selling process
- Sales Force Structure and Territory Design
- Sales Force Motivation and Field based Training
- Sales Force Incentives and Performance Analysis

LEARNING OUTCOMES

- The participants will be able to understand best practices across the core drivers of sales force effectiveness.
- They will be able to develop practical initiatives for performance enhancement.
- Participants will explore how to implement and lead success-focused change in Sales force management.

METHODOLOGY AND TRAINING PEDAGOGY

- Core Faculty of IMI along with practicing managers and experts from the field will interact and share their experience with participants.
- Apart from Lecture case studies on specific issues will be discussed.
- Assignments and experiential learning through group exercises.

FOR WHOM

The programme is designed for Sales Managers of Corporate Houses and Public Sector enterprises engaged in business development, sales function of services and strategic management.

FACULTY AND RESOURCE PERSONS

IMI faculty members and eminent resource persons will share expertise and experience in the various sessions.

PROGRAMME DIRECTORS

Dr. D K Batra holds a Ph. D and MBA from FMS (Delhi University) and B. Tech (Text) from TIT. He has been a UNDP fellow to University of East London, FIT, New York University and also to several Universities in Brazil and European Union to study New Product Development. Some of his prior assignments include Director, Asia Pacific Management Institute, New Delhi, Vice President, (New Projects), Netaji Subhash Institute of Management Sciences, Senior Professor and Programme Director PGDM (International Business management), FORE School of Management. In a long stint with National Institute of Fashion Technology New Delhi spanning 18 years, he has held various senior positions namely: Head- Academic Affairs of eleven NIFT centers in India, Chairperson Fashion Management Studies & Head International Linkages. He has served on the executive Council of IFFTI for many years, a body of 32 International Fashion and Textile Universities. He was also the founding CEO of Fashion Design Council of India. He was on the PhD Research Board of Jamia Hamdard University. He is member of board of studies of UP Tech University. He has also worked as Advisor to Ministry of Information Technology. He

has authored many Books and Research Papers. He has provided Consultancy & Training services to various corporates like Raymond India, Madura Garments, Gokaldas Exports, ABN AMRO, ITC, ISEPC, AEPC etc. He has also served as a consultant to International Trade Center Geneva, UNCTAD. He can be reached at: <dkbatra@imi.edu>.

Prof. Nalin Jain, Ph. D. (IIT, Delhi), MBA (FMS Delhi University) and B.Tech (Electrical) (IIT, BHU, Varanasi) is Associate Professor and Area Chair (Marketing) at IMI New Delhi. He has about thirty four years of holistic and diverse experience relevant for Management Training and Education. He worked at Voltas Ltd as a product manager, building the LT Switchgear brand pan India and overseeing all aspects of the LT business including customer relationships. In his next responsibility as the CEO of a mid-size family business he doubled the business revenue in three years getting new accounts and customers for the business and setting up new business processes leading to substantial quality improvements and cost savings. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products and is the honorary marketing director of the company.

Subsequently, as a consultant he has been involved in significant Market, Channel, Brand Building, Communication, digital marketing, CRM, Marketing strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL. He has been a prolific trainer as well as a training coordinator. He has conducted sales, customer relationship, digital marketing, negotiation and other training sessions in more than two hundred training programs for various public and private corporate organizations. As a core academic for nineteen years, he has developed and conducted courses in almost all core and specialization areas of marketing including services marketing, marketing management, customer relationship management, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid, digital marketing and strategic marketing. His academic administration roles include Chairperson, Executive PGDM program in management and program director of the online digital marketing program (ongoing) at IMI. He has significant research and publications especially on Family Business to his credit. He can be reached at: <nalin@imi.edu>.

ADMINISTRATIVE DETAILS

Dates:

July 13-14, 2017

Venue:

International Management Institute
B-10, Qutub Institutional Area
New Delhi 110016

FEE

Non-residential - Rs 18,000 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and tea/lunch.

Residential - Rs 25,000 per participant (plus Service Tax @ 15%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at IMI Campus, New Delhi from noon of July 12 till noon of July 15, 2017.

Group Discounts

- **10% discount on fee amount is available in case an organization nominates 2 or more participants to the programme.**
- **20% discount on fee amount is available in case an organization nominates 4 or more participants to the programme.**

Fee is payable in advance by way of local cheque/DD in favor of "International Management Institute" payable at New Delhi or through direct electronic fund transfer to IMI Bank Account, as per following details:

Allahabad Bank Account Number: 50084979288

MICR Code: 110010007, IFSC Code: ALLA0211083

Pan No.AAAT10972K; Service Tax No.AAAT10972KST001

Please mention the programme name while making payment through electronic fund transfer.

REGISTRATION

The registration form duly filled in along with the programme fee should reach us at least 7 days before the commencement date of the programme. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

The Institute issues a certificate of participation on conclusion of the programme.

International Management Institute Management Development Programme on Accelerating Sales Team Performance July 13-14, 2017 Registration Form

Name: _____

Designation: _____

Organization: _____

Office Address: _____

Phone: Office _____

Residence _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the programme: _____

Residential/Non Residential _____

Payment Details:(Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: _____
Date: _____ Amount: _____)
- Payment is under process and will reach you before the programme

Signature

Please return the completed form by post, fax or email to

MDP Office

International Management Institute

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Note: If required, please feel free to make duplicate copies of this form for additional registration.