

**Management Development Programme**  
**on**  
**“Accelerating Sales Team Performance”**

**September 19- 20, 2019**



**Program Directors:**

**Prof. D.K. Batra & Prof. Nalin Jain**



**International Management Institute**  
**New Delhi**

## **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 program 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 program 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

## **METHODOLOGY**

- 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.

## **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.

## **WHO MAY ATTEND**

The program 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 various sessions.

## PROGRAM 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 Program 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.

**Dr. Nalin Jain** (Ph.D. from IIT, Delhi; MBA, FMS, Delhi University; B. Tech. Electrical, IIT BHU Varanasi) is an illustrious trainer, consultant and professor of marketing at IMI New Delhi with more than thirty six years of holistic experience relevant for leadership and management training as well as business skill development.

He is an effective, popular and prolific trainer having lead about 300 training sessions on building customer centricity, creating wow customer experience, value based selling managing excellence in service design and delivery, leveraging customer engagement and relationship, effectively using digital in marketing, accelerating sales performance, negotiation skills, contemporary retailing among others. As a training coordinator and trainer he has delivered learning experience for top, senior and middle management of public, corporate and multinational organizations of more than 50 countries. The list of Indian organizations touched by his training endeavors include HDFC Bank, Canara Bank, Bank of Baroda, Allahabad Bank, Airport Authority of India, Indian Oil Corporation, ONGC, Baxter India, Asian Paints, Sir Gangaram Hospital, Jaypee Hotels and ITC Ltd.

Prof. Jain started off as a product manager at Voltas Limited, building the LT switchgear brand pan India and overseeing all aspects of the LT business including customer relationships. He was responsible for the entire marketing communication of the Electrical Business. 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. Playing the role of a start-up entrepreneur, he successfully established a mid-size company for manufacturing and marketing electrical products.

Subsequently, as a management consultant he has been involved in significant Market, Sales, Channel, Brand Building, Service design, Marketing Communication, CRM, Marketing Strategy and General Management consulting projects for organizations such as Rediffusion, Pepsi and MTNL.

As a core academician for twenty-one years, he has designed and instructed courses in almost all core and specialization areas of marketing including customer relationship management, mobile marketing, digital marketing, marketing analytics,

services marketing, marketing of banking and financial services, retail marketing, channel and distribution management, brand management, integrated marketing communications, marketing to base of pyramid and strategic marketing.

## **ADMINISTRATIVE DETAILS**

### **Dates:**

**September 19- 20, 2019**

### **Venue:**

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

### **FEE**

**Non-residential:** Rs. 18,000/- per participant (plus @18% GST) covering professional fee, program kit and tea/lunch.

**Residential:** Rs. 25,000/- per participant (plus @ 18% GST) covering professional fee, program kit and boarding and lodging (air-conditioned single room) at IMI Campus, New Delhi from noon of **September 18, 2019** till noon of **September 21 2019**.

### **Group Discounts**

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

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: 50123177738  
MICR Code: 110010007, IFSC Code: ALLA0211083  
Pan No. AAAT10972K; GST No. 07AAATI0972K1ZJ

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

### **REGISTRATION**

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. **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**

A certificate of successful participation by International Management Institute (IMI) will be issued to each delegate at the culmination of the program.

## ABOUT IMI

International Management Institute (IMI) is India's first corporate sponsored Business School founded in 1981 with the original campus in New Delhi. The corporate sponsors included RPG Enterprises (lead sponsor), ITC, Nestle, Tata Chemicals, British Oxygen, SAIL, and Williamson Magor. It was set up in collaboration with the then IMI Geneva, now IMD Lausanne. Subsequently two other campuses were set up in Kolkata (2010) and Bhubaneswar (2011). In the last several years, IMI New Delhi has been consistently ranked in the top 10-15 Business Schools in the country and among the top 5 private Business Schools. It is accredited by the UK based Association of MBAs (AMBA), one of the top three international accreditation bodies for Business Schools globally.

IMI New Delhi has global linkages with leading schools in Europe, North America, and Asia. The Institute currently offers the PGDM, PGDM-HRM, PGDM-Banking & Financial Services, Executive PGDM and FPM (doctoral program). In addition, it has built a vibrant Executive Education vertical offering training to management professionals from the corporate world. The Institute has been empaneled by the Government of India to train participants from developing countries under the International Technical & Economic Corporation (ITEC) program of the Ministry of External Affairs.

IMI New Delhi puts a strong focus on high quality research by its faculty leading to publications in international peer reviewed academic journals. Its faculty have PhDs from top international and national universities/institutes, with many of them also having significant corporate experience.

***For registration/any other information, please contact:***

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