

# **Enhancing Sales Performance**

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**Dr V Srikanth : Programme Director**

**Mr P Mahesh : Programme Coordinator**

## **Introduction**

Sales are primarily about people, products and services, timing and skills. The selling process has become significantly more complex. Our connected world provides new routes to customers, but it has also raised the buyer's expectations. Successful organizations have adapted to the new sales paradigm through effective customer identification and satisfaction processes, built not to satisfy short-term needs but to build for the long-term growth of the organization.

## **About the Programme**

This programme focuses on the ways and means to building and sustaining sales for maintaining profitable growth. The participants will learn how to identify and segment markets, improve customer acquisition and retention efforts, build and manage product portfolios, strong brands, improve sales and distribution effectiveness, and effectively enter and expand into new markets. It aims to provide a broad understanding of contemporary approaches to growing business and will also focus on 'cutting edge' issues concerning sales practices. The programme focuses on the critical sales components required to compete in India. This hand-on programme helps you to explore leading sales practices to create and sustain competitive advantage in Indian markets and beyond.

## **Programme Content**

- Emerging Challenges for Sales Managers in India
- Exploiting Customer and Market Information
- Identifying and analyzing Segments,
- Customer Oriented Growth Strategies for Indian Markets
- Enhancing Market Orientation
- Developing Effective Sales Plans
- Designing and Managing Distribution Infrastructure

## **Target Group**

This program is of great interest, if you are a senior executive, entrepreneur, and marketing professional who are responsible for developing and implementing marketing strategies, both domestically and globally. It is designed for Indian domestic companies and Multinational companies seeking to penetrate further into Indian and markets.