

About IPE

The Institute of Public Enterprise (IPE) was established in 1964, as an autonomous non-profit society at the initiative of Mr S S Khera, ICS (the then Cabinet Secretary, Government of India). Having just completed its Golden Jubilee, during the five decades of its existence, IPE has made an outstanding contribution to research, consultancy, executive training and management education and its courses are duly accredited by the Association of Indian Universities and the South Asian Quality Assurance Systems (SAQs). IPE is among the top 40 Management Institutions in India according to Ministry of HRD, Govt. of India.

IPE is also recognized as 'Centre of Excellence' by the Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Government of India, New Delhi for doctoral studies. Over the years, the Institute has developed strong linkages with renowned academic institutions and industries including Universities in USA, UK, Australia, and Slovenia amongst others. The institute has undertaken research and consultancy assignments for national and international organizations like the World Bank, Asian Development Bank (ADB), International Centre for promotion of Enterprises (ICPE) etc., The Institute has also been offering consultancy services to various departments of the Government of India, State Governments, public and private sector organizations.

Prof. R. K. Mishra, who is a widely recognized expert in public enterprise management is currently the Director of IPE. The Institute is governed by a body of eminent professionals, academics and administrators with Mr. K. Madhava Rao, IAS (Retd.), as the President.

For further information contact:



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INSTITUTE OF PUBLIC ENTERPRISE

Osmania University Campus,
Hyderabad – 500 007.



INSTITUTE OF PUBLIC ENTERPRISE
Hyderabad

MANAGEMENT DEVELOPMENT PROGRAMME ON ENHANCING SALES PERFORMANCE

26-27 November, 2018



An IPE Learning Product
Leading by DISTINCTION

Programme Director

Dr. V. Srikanth

Joint Programme Director

Mr. P. Mahesh

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 Contents

- ▶ 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

Who Should Attend

This program is of great interest, for senior executives, entrepreneurs, and marketing professionals who are responsible for developing and implementing marketing strategies, both domestically and globally. It is designed for Indian companies (both Public and Private Sectors) and Multinational companies seeking to penetrate further into the Indian markets.

The programme would utilize a judicious mix of methods including:

- ▶ Classroom sessions by instructors from industry and academics;
- ▶ Case discussions: The participants are expected to analyze, discuss, and suggest suitable course of action for the situation in the assigned case;
- ▶ Group-exercises and presentation on ideas from the readings and articles given to the participants.
- ▶ Games and Role-plays

Programme Duration

2 days: 26th & 27th November, 2018

Programme Fee

Rs 15,000/- plus GST (18%).

IPE can provide accommodation to outstation participants on chargeable basis.

As rooms are limited, accommodation will be provided on first cum first served basis.

Discounts*

- 🏠 12.5% early bird discount on nominations confirmed before **9th November, 2018**
- 🏠 15% discount on group bookings (5 or more nominations).
- 🏠 12.5% discount on group bookings (3 - 4 nominations).
- 🏠 12.5% discount for women nominations

** An Organization can avail only one of the above mentioned discounts.*

Registration & Nominations

All the participants are required to register for the programme by paying the programme fees. Nominations along with demand draft in favour of **"Institute of Public Enterprise", payable at Hyderabad** should be sent to Dr. V. Srikanth, Programme Director, 'Enhancing Sales Performance', Institute of Public Enterprise, Hyderabad – 500 007, on or before **19th November, 2018.**

Venue

INSTITUTE OF PUBLIC ENTERPRISE,
Osmania University Campus,
Hyderabad-500 007

Programme Director

Dr. V. Srikanth has Twenty Three years of industry, research, training and teaching experience. He had been awarded Ph.D. by Osmania University, Hyderabad for his doctoral thesis in Marketing Management. He had published articles in reputed national and international journals. He had interacted with the Marketing Guru, Dr. Philip Kotler on his visit to India. He has also conducted National Conferences on Cyber Marketing (2007), Customer Relationship Management (2008) and National Conference on Customer Oriented Services Management (2009). He has completed an AICTE funded research project on Customer Relationship Management. He has successfully completed Consultancy Projects for Karnataka Soaps and Detergent Ltd., HOPCOMS, and Karnataka State Agriculture and Marketing Board, Government of Karnataka. He is currently Advisor for the two year Post Graduate Diploma in Management – Retail Marketing course offered by IPE. Presently, he is undertaking consultancy projects for the Government of Telangana and Government of Andhra Pradesh. He is currently Coordinator (Research) in IPE.

