
B2B CUSTOMER ENGAGEMENT AND SALES FORCE MANAGEMENT

JULY 26 - 27, 2019

MAXIMISE THE EFFICIENCY AND EFFECTIVENESS OF YOUR SALES FORCE.



B2B CUSTOMER ENGAGEMENT & SALES FORCE MANAGEMENT CHALLENGES

Companies possess substantial data about their customers, and yet they do not generate actionable insights. What can firms do to engage their customers and maximise customer-based profitability? Sales force turnover is another big concern in the B2B context. Firms want to retain their best salespeople but have difficulty evaluating the value of a salesperson and taking timely action to prevent attrition. Can firms identify their best talent and efficiently plan resource allocation to develop their skills and maximise salesperson-generated profitability?

The Solution

This interactive two-day programme highlights the key elements of customer engagement and provides guidance on how to measure and maximise customer-level profitability. The programme also equips the participants with tools to assess the lifetime value of a salesperson. Using real-world cases and examples from a variety of organisations, the programme introduces participants to the principles, practices and skills required for customer engagement and sales force management. Participants will also get the opportunity to apply what they learn through in-class exercises that will be immediately relevant to their responsibilities at the workplace.

Specifically, in this programme participants will learn to:

1. Assess customer lifetime value in a B2B context and maximise firm profitability through customer engagement
2. Evaluate the lifetime value of a salesperson and distribute available resources efficiently for training and mentoring
3. Predict salesperson turnover
4. Leverage customer-level and salespeople-level insights to pitch the right product to the right customer at the right time for maximum firm profitability

Programme Overview

The programme details the B2B Customer Engagement and Sales Force Management framework by focusing on how to:

- Create a customer-based strategy
- Engage a customer
- Measure and maximise future value from the customer
- Allocate resources for maximising profitability
- Predict up-sell/cross-sell opportunities
- Measure the lifetime value of the sales force
- Predict turnover in the sales team

Programme Deliverables

At the conclusion of the programme, participants will understand how to:

- Determine the drivers of profitable customer loyalty
- Create value through customer engagement
- Measure value from the customer
- Connect brand with the customer
- Mentor the salespeople
- Build a profitable brand through sales force management
- Implement a profitable engagement and sales force management strategy

Target Audience

Operating-level executives of large corporations, as well as Small and Medium Enterprises (SMEs).

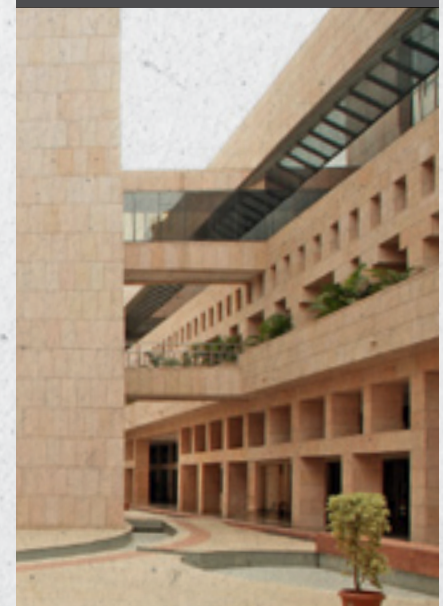
Programme Fee

The published rate of the programme fee covering the programme delivery, boarding and lodging per participant is **INR 1,30,000 + Taxes.**

Note:

Large Organisations:
Annual revenue above INR 20,000 Mn/USD 300 Mn

Small and Medium Enterprises:
Annual revenue below INR 20,000 Mn/USD 300 Mn



PROFILE OF PROGRAMME FACULTY



Kumar, V.

Regents Professor, Richard and Susan Lenny Distinguished Chair & Professor in Marketing, Georgia State University, USA; Executive Director, Center for Excellence in Brand and Customer Management; Director, Ph.D. Program in Marketing, J. Mack Robinson College of Business, Georgia State University; Senior Fellow, ISB; ISBM Fellow

V. Kumar was inducted into the inaugural Analytics Hall of Fame in 2019. He has been ranked No.1 in the marketing field by the American Marketing Association for publications in the top four premier marketing journals. He was editor-in-chief of the *Journal of Marketing* from 2014 to 2018.

V. Kumar has been the recipient of 19 Lifetime Achievement Awards/Recognitions for contributions to various areas of marketing. He has been selected as a "Marketing Legend" and is featured in the "Legends in Marketing" series along with Phil Kotler, Paul Green, Jerry Zaltman, Jagdish Sheth and Jerry Wind.

Session Plan

Day & Date	Themes	Faculty	Venue & Session Timing
Friday July 26, 2019	Introduction to Customer Engagement Value Framework <ul style="list-style-type: none"> What is the path to profitability? What is customer loyalty? Why is customer engagement important? How to create value through customer engagement? 	Kumar, V.	AC 8 Boardroom 09:00 am - 10:30 am
	Customer Engagement Value (CEV) and Customer Lifetime Value (CLV) <ul style="list-style-type: none"> What are the ways to engage a customer? What is Customer Lifetime Value (CLV)? What drives CLV? How do you segment customers on profit? 	Kumar, V.	AC 8 Boardroom 11:00 am - 01:00 pm
	Measuring and Maximising Customer Engagement <ul style="list-style-type: none"> How do you pitch the right product to the right customer at the right time? Is there a dark side in cross-selling? How do you link acquisition and retention to profitability? How do you measure the success of a business reference? 	Kumar, V.	AC 8 Boardroom 02:00 pm - 03:30 pm; 04:00 pm - 05:30 pm
Saturday July 27, 2019	Measuring and Maximising Sales Force Lifetime Value <ul style="list-style-type: none"> What is Sales Force Lifetime Value (SFV)? Why do sales people quit? Mentoring salespeople through coaching Pitching the right message to the right client at the right time What is the role of the brand in engaging customers by sales force? Does sales force management pay off in terms of shareholder value? 	Kumar, V.	AC 8 Boardroom 09:00 am -10:30 am; 11:00 am - 12:30 pm; 01:30 pm - 03:00 pm
	Customer Brand Value (CBV) - Customer Lifecycle Value (CLV) Linkage <ul style="list-style-type: none"> Connecting brand with customers using data 	Kumar, V.	AC 8 Boardroom 03:30 pm - 04:30 pm

About ISB-Centre for Business Markets

The ISB-Centre for Business Markets seeks to provide elite Asia-based companies an exclusive and robust events platform where acclaimed B2B Marketing academics and executive-level practitioners will interact for the dissemination of knowledge, research and thought leadership. The objective of the ISB-CBM is to bring the best practices of B2B Marketing as proven in developed

markets to address the challenges being faced by firms in emerging markets. This will be done through a blend of theory with practice. The Centre provides access to state-of-the-art research in B2B marketing through its professional development programmes for high-ranking executives.

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