SALES AND MARKETING

ACCELERATED SALES FORCE PERFORMANCE

Includes action learning module for workplace application

Real Results through Learning

JUN 17 - 21, 2013
Companies rely on their sales teams to deliver revenue growth, and entrust to them their most valuable assets - the customers. Managing sales forces is doubly challenging in an environment with talent shortage and high turnover, combined with intense competition and high-growth aspirations. This programme, now in its sixth successful year, offers thinking frameworks and practical insights from hundreds of company situations. It also uses an interactive problem solving format to harness the combined experience and energy of participants. And helps you meet the challenges of structuring, staffing, retaining, motivating and controlling sales teams.

Programme content

- Understanding the components of a successful sales team
- Diagnosing and prioritising sales force challenges and opportunities
- Structuring and scaling the sales team
- Talent management - improving recruitment, retention and development
- The critical role of a sales manager
- To motivate using incentive schemes and other programmes
- Directing and controlling the sales force

What you will gain

- How to link environmental factors such as growth, competition and talent crunch, to sales force management priorities and initiatives
- Insights into diagnosing and enhancing sales force performance
- An introduction to methods for determining optimal sales force size to help you provide market coverage, with a degree of specialisation essential to balance customer focus with product focus
- Valuable inputs on how to manage the performance of your sales force through in-depth understanding of how to recruit, develop and manage your sales talent
- Examine how motivation and incentive schemes enable a sales force to operate at high levels of performance
“A must-attend programme for every sales leader, great content, superb faculty, extremely diverse group and maximum learning.”

Nikhil Chopra, Associate Advisor Indusage Advisors Ltd

**Participant profile**

In this programme, you’ll be learning with senior sales and marketing leaders and general managers of companies in which the sales team is a key driver of company success. Leaders facing significant sales force opportunities or challenges will find the programme beneficial. This programme is recommended for the following profiles:

- Enterprise heads who are intending to restructure and rejuvenate their sales function
- National sales heads
- SBU heads with a large sales force

**Faculty**

**Prabhakant Sinha** is a former faculty member from the Kellogg School of Management at the Northwestern University. He continues to teach at their executive education programmes, and in company-specific programmes. He is also the co-founder of ZS Associates, the world’s largest sales management consulting company. Prabhakant was inducted into the Chicago Entrepreneurship Hall of Fame in 2005. A prolific author, he has over 30 papers published in academic journals.
Programme fee

INR 1,35,000 plus tax
Fee includes food and accommodation at the ISB campus or at an equivalent facility based on availability.

Programme dates

The programme starts at 9.00 am on Jun 17, 2013 and concludes at 5.00 pm on Jun 21, 2013.

Venue: ISB, Hyderabad Campus

How to apply

- Download the application form from www.isb.edu/cee/apply and follow the mailing instructions mentioned therein (or)
- Mail us at execed@isb.edu for more details (or)
- Write to us or call us at the contact details mentioned on the back page

Other programmes recommended

- Negotiation Strategies
  Jun 13 - 14, 2013 - Hyd
  Oct 14 - 15, 2013 - Hyd
  Feb 11 - 12, 2014 - Hyd

- Leadership Skills for Top Management
  May 27 - 31, 2013 - Hyd
  Sep 23 - 27, 2013 - Mohali
  Feb 10 - 14, 2014 - Hyd

- Leading Teams for High Performance
  Oct 3 - 5, 2013 - Hyd
  Jan 7 - 9, 2014 - Hyd

Few Participating Organisations from Previous Years

- Axis Bank
- Bank Muscat
- Cipla
- LIC of India
- Asian Paints India Limited
- CSS Corp
- Dabur India Limited
- Dish TV India Ltd
- NIVEA India Pvt Ltd
- Titan Industries Limited
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Being part of the ISB CEE Alumni makes business sense

ISB CEE has a strong alumni community of more than 22,000 business leaders, senior professionals and entrepreneurs. Participation in CEE programmes makes you a part of this elite and vibrant community and gives the opportunity to network with high-achieving peers across diverse industries. CEE alumni gain exclusive access to premium learning events, including speaker series, conferences and learning sessions.