LEADERSHIP

STEPPING INTO SALES LEADERSHIP

JUN 9 TO 10, 2014
The course aims to boost local sales management capabilities, including sales process management, business performance management, business acumen, people management & sales enablement skills, in order to prepare them for more senior sales management roles.

PROGRAMME CONTENT
At the end of the two-day session, participants will know and be able to apply leading practices in their role in order to:

* Maintain a sales process mindset aligned with customer decision-making processes
  * Help their team understand how to identify customer decision-making processes & align on an appropriate sales process and steps required to move customers forward on the continuum

* Implement overarching sales force strategy at a local level
  * Allocate business resources appropriately in a local geography, accounting for different channels
  * Improve overall business accountability for their district or area
  * Build capabilities in tracking and measuring business performance

* Measure & improve performance of sales representatives
  * Improve techniques for measuring individual representing performance
  * Enhance understanding of the elements of coaching and practicing good coaching conversations
  * Articulate the CAUSE model and how to use it to identify and improve coaching opportunities

* Understand innovative tools for sales enablement
  * Provide the team with an overview on latest tools leveraged for sales management & sales process enablement as well as tangible ways in which sales personnel are using technology to increase effectiveness

WHAT YOU WILL GAIN
How to build, nurture and guide the team. How to foster customer engagement and how to align and steer the business.

PARTICIPANT PROFILE
This programme targets middle to senior sales managers and future sales heads. Leaders who are responsible for delivering results through their teams. Typically,

“The programme helped me re-discover myself and make me relevant for the 2nd innings of my career.”

RAVI RAMASWAMY,
DIRECTOR, PHILIPS INNOVATION CAMPUS
this includes people holding zonal manager and regional manager positions. Delegates from manufacturing, hospitality, healthcare, services, pharmaceuticals, auto, engineering companies, project management companies and the public sector will find this programme useful.

FACULTY
Namita Kalyan is an Associate Principal based in ZS Associates, Philadelphia office. She leads the Sales Force Effectiveness Practice Area for ZS globally. Namita’s focus has been in sales force strategy, design, and effectiveness. She has worked with Fortune 100 companies to evaluate and improve sales manager and representing effectiveness, including multi-country sales force training. She has led dozens of projects to optimise sales force structure and design talent management solutions. Namita’s experience prior to ZS includes macroeconomic research for the Council of Economic Advisers in the White House, and she has worked closely with senior advisors to the President and Vice-President. Namita holds an MBA from the Fuqua School of Business at Duke University and a Bachelors in Politics and Economics from Claremont McKenna College.

Programme fee
INR 70,000 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 9, 2014 and concludes at 5.00 pm on Jun 10, 2014.

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)
• Write to us at execed@isb.edu for more details (or)
• Call us on +91 40 2300 7041 / 42

ISB CEE ALUMNI
ISB CEE has a strong alumni community of more than 25,000 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.

To know more please mail us at ceealumni@isb.edu
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