

Registration Form (Fill in Block Letters)

Name.....

Designation.....

Organization.....

Address for Correspondence.....

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Pin.....

Telephone.....

Mobile.....

Email.....

Details of DD Attached : Amount Rs.15000/-

DD No.

Drawn on.....

About IIT Delhi

The Indian Institute of Technology Delhi is known for center of excellence for higher education, training, research and development in Science, Engineering, Technology and Management in India. The Institute emphasizes on research based educational and academic deliverables, which have high industrial and societal impact.

Who Should Attend

This program is designed for mid to senior level professionals in the area of sales & marketing, responsible for sales operations and managing the sales process for new & existing products / services.

About The Program

The program is specially designed for people who are in sales & marketing profession. sales management in global competitive markets has become a challenge and the important activity for organizations to develop competitive advantage. Sale Force is the major growth contributor for an organization and also source of marketing intelligence. The program offers the participants the knowledge to improve Sales Management capabilities and to get greater insights in developing comprehensive sales strategy. Managers will be urged to examine novel ways of looking at marketing and execute strategies that match realities of the marketplace. The course will discuss relevant Marketing and Sales Management issues and examine their applicability for practical solutions.

Objectives

The objective of this program is to provide comprehensive competencies in developing and implementing sales strategies.

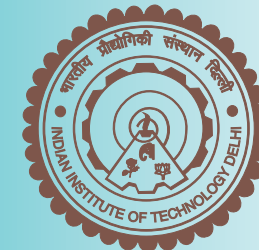
- To understand the fundamentals of marketing and sales and roles and responsibility of the manager.
- To understand and develop sales operations strategy.
- To identify and understand the sales force challenges in today's competitive market and develop multi dimensional solutions.
- To learn the art of the art of networking & customer engagement with multichannel strategies.

Indian Institute of Technology Delhi

Management Development Program on Sales Management

(Under Continue Education Program)

Program Dates: 20th -21st February, 2016



Program Coordinator

Dr. Mahim Sagar

Venue

Indian Institute of Technology Delhi

Certificate

The participants will get “Participation Certification” from IIT Delhi for attending the program. The format of the certificate is available on website.

Contact

Ms. Archana Sharma

(Research Scholar, DMS IIT Delhi)

Mobile:- 08527843609

Email- salesmanagement.iitd@gmail.com

Website:-



Indian Institute of Technology Delhi

Pedagogy

The pedagogy will be interactive leveraging technology and will consist of a blend of lectures, interactive case discussions, simulations, and one to one interaction.

Faculty Resource

Faculty members from IIMs & IITs along with senior sales professionals from the corporate will share their knowledge and experience. Few names of the speakers are as follows

- Dr. Mahim Sagar (Faculty, IIT Delhi)
- Dr Harish Chaudhry (Faculty, IIT Delhi)
- Dr. Arpan Kar (Faculty, IIT Delhi)
- Mr. Hari Mohan Gupta (Faculty B School, Consultant, Sales & Marketing)
- Mr. Divya Sethi (Business Head, Airtel)
- Mr. Puneet Khurana (Financial Consultant, Director Stoic Adviser)

Program Topics

- Current & Emerging Issues in Sales Management
- Sales Organization Complexity & Operations
- Branding Strategies for Enhancing Sales
- Managing Offline & Online Sales
- Marketing & Sales Integration
- Managing Channel Conflict
- Addressing the Sales force Issues
- New Product Selling Challenges
- Understanding Customer Relationship & Customer Engaging Strategies

Course Fee

INR 15000, Payable by cash or DD in favour of “Registrar IIT Delhi”. This fee includes cost of registration kit, study material, certification cost, lunch and tea. Group discount (10%) may be avail for a group of 3 or more participants from an organization for the program.

Registration

The interested participants are required to send duly filled registration form along with a demand draft of Rs. 15000/- in favour of “Registrar, IIT Delhi” payable at New Delhi and send it to the following address :

The Coordinator,
Room No. 506,
Department of Management Studies,
Vishwakarma Bhavan, IIT Delhi,
Hauz Khas, New Delhi-110001.

Accommodation

This is a non-residential program. The participants are expected to make their own stay arrangements.

Certificate

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Contact

Ms. Archana Sharma

Doctoral Student,

Department of Management Studies

Indian Institute of Technology Delhi

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