

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 23, 2018
2.	Advanced Management Programme	May 7-9, 2018
3.	Geopolitical Risk and Business Preparedness	May 24, 25, 2018
4.	Data Summarization and Presentation for Non-Technical Executives	May 28-29, 2018
5.	Effective Purchasing Skills & Strategic Sourcing	June 4-5, 2018
6.	Training of Trainers	June 11-13, 2018
7.	Quality Analytics	July 16-17, 2018
8.	HR Analytics	July 23-24, 2018
9.	Advanced Excel Training	July 26-27, 2018
10.	Developing an Intrapreneurial Mindset for Effective Leadership	July 30-31, 2018
11.	Finance for Non-Finance Executives	August 6-7, 2018
12.	Data Analytics for Expanding Markets	August 9-10, 2018
13.	Effective Communication for Women in the Workplace	August 20-21, 2018
14.	Decision Making Techniques for Managers	August 30-31, 2018
15.	Effective Negotiation Skills	September 4-6, 2018
16.	Hands on Workshop on Microsoft Excel Macros-2016	September 7, 2018
17.	Project Management	September 10-11, 2018
18.	Financial Management for Public Sector Enterprises	September 12-14, 2018
19.	Effective Communication and Presentation Skills	September 17-18, 2018
20.	Enhancing Personal Branding-Building Your Pathway to Professional Success	October 8-9, 2018
21.	A Handshake with Disruptive Digital Technologies	October 15-16, 2018
22.	Crisis Communication	October 25-26, 2018
23.	Executing Strategies in World of Constant Disruptions	October 29-30, 2018
24.	Coaching & Mentoring for Personal and Professional Success	November 1-2, 2018
25.	Business Environment in the Middle East and Africa	November 15-16, 2018
26.	A Consultants Tool-Kit for Solving Strategic Problems & Enhancing Business Performance	November 19-20, 2018
27.	Making the Supply Chain Responsive	November 21-22, 2018
28.	Retirement Planning for Seeking Financial Freedom	November 26-27, 2018
29.	Nurturing the 5th Dimension of Leadership	November 27-28, 2018
30.	Managerial Leadership and Team Building	December 3-4, 2018
31.	Enhancing Assertiveness and Positive Attitude	December 10-11, 2018
32.	Creating Winning Sales Teams	December 17-18, 2018
33.	Digital Communication	January 10-11, 2019
34.	Enterprise Risk Management for Creating Risk Intelligent Organisation	January 14-15, 2019
35.	Strategic CSR: From Agenda Building to Impact Measurement	January 17-18, 2019
36.	Foreign Exchange Risk Management	February 4-5, 2019
37.	The New Indian Consumer: Winning Concepts and Practices	February 21-22, 2019
38.	Pricing and Application of Financial Derivatives	February 27-28, 2019

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Financial Management) courses at FORE are AICTE (All India Council for Technical Education) approved.
- The PGDM and PGDM (IB) courses are accredited by National Board of Accreditation (NBA).
- The PGDM and PGDM (IB) courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU).
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA).
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses.

Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts MDPs to equip managers with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programmes, FORE conducts customized In-Company Programmes tailored to suit organisation's needs on topics/areas specifically required by an organisation. These Management Development Programmes (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

E-mail: exed@fsm.ac.in, Website: www.fsm.ac.in

Management Development Programme

on

Creating Winning Sales Teams

December 17-18, 2018

FORE Campus, New Delhi

Programme Directors:

Prof. Asif Zameer and Prof. Anupam Narula



Imparting Knowledge for Exploring New Horizons



Introduction

Sales force is the face of the organization at the front end of the business. It is the team entrusted with bringing in the major revenue for the organization. At the same time, its orientation is changing from simply transactions to relationships. This team is at the epicenter of the rapidly changing customers, competitors, products, technologies and markets. This makes the job of sales personnel more challenging than their counterparts in other functions in the organization. A core challenge in front of a sales manager is to enhance the sales force performance under demanding and rapidly changing environment. This programme is designed for executives to discuss and analyze the aspects of accelerating the sales force performance.

Objectives

- Enhancing personal selling and prospecting skills
- Give a marketing focus to the sales team
- Develop customer understanding skills in the sales team
- Understand the nuances of structuring the sales force in an organization, territorial design and quota allocations
- Explore key developmental issues like training of sales forces
- Develop better understanding on the motivational tools like compensation, and performance management
- Understand how technology enhances sales force performance

Contents

- Market coverage
- Personal Selling Skills
- Prospecting for clients in International and Domestic Business
- Who really does the buying?
- Manage the customer, not just the sales force
- Non- technique selling
- Structuring the Sales force
- Personnel issues in Sales force
- Motivating and leading the Sales force
- Technology and Sales force
- Building a potent Sales force culture

Methodology

Discussions, case studies, role plays and exercises are the key sources of interaction and learning. The programme is designed for a participant centric learning approach.

Who Should Attend

The programme is targeted at the sales executives and sales managers of various industries who are actively involved in planning and executing of the sales function.

Duration & Venue

Dates: December 17-18, 2018

Venue: FORE School of Management, B-18, Qutub Institutional Area, New Delhi 110016

Fee

Non-residential: Rs. 16,000 per participant (plus GST @18%) covering professional fee, programme kit and tea/lunch.

Residential: Rs. 28,000 per participant (plus GST @18%) covering professional fee, programme kit and boarding and lodging (air conditioned single room) at Hotel Residency Resorts (P) Ltd./Qutab Residency, New Delhi or equivalent from **noon of December 16, 2018 till noon of December 19, 2018.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before December 7, 2018.

- One complimentary nomination on non-residential basis for every group of three nominations from the same organization, i.e., 3+1 participants for the fee of 3 participants.

Fee is payable in advance by way of Local Cheque / DD in favor of "FORE School of Management" payable at New Delhi. You can also make online payment of fees by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html

Registration

The registration form duly filled in along with the Programme fee should reach us at least 7 days before the commencement date of the Programme. You can also register & pay online by logging on to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

Certificate of Participation

The Institute issues a certificate of participation on conclusion of the programme.

Faculty

The faculty members of the Institute will take the programme sessions, except for a few sessions that may be taken by guest speakers.

Programme Directors

Prof. Asif Zameer, Professor of Marketing at FORE School of Management, is a Bachelor of Engineering (Delhi College of Engineering), MBA and Ph.D. Presently, he is the Chair (Executive Education) and earlier held the position of Area Chairperson (Marketing), Chair (PGP) and also Professor-in-charge: Center for Customer Management at FORE for a long time. He has more than 16 years of rich industry exposure and over 13 years of teaching experience. He started his career as an Engineer at BHEL, and later on worked in responsible positions in Marketing and Business Development functions for diverse organizations like Gillette, Duracell, Heatly & Gresham, Geep Torches and Amkette Computer Peripherals. His teaching and research interests lie in Advanced Marketing Research, Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mall Management, Supply Chain & Logistics and Consumer Behavior. He has taught at many leading B-schools and all major Universities in Delhi - NCR. He has published a number of research papers in reputed international and national journals and presented his work in various national and international forums. He has travelled extensively across the globe. He is the recipient of Best Case Study Author award from Delhi Management Association. He regularly conducts seminars, MDPs, FDPs and Online Executive Education programmes in the areas of his expertise. He can be reached at: <asif@fsm.ac.in>.

Prof. Anupam Narula, is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 20 years of rich experience in teaching, research and industry. He is silver Medalist in PGDBM. He was Area Chairman Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015 and member of Director's Advisory Committee at FORE from 2016-2018. Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new management education programs. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He has travelled extensively all around the globe as part of his research work. He is on the editorial review board of two international and three national refereed journals. He has been invited as external expert member by various universities and premier management B-schools in India.

His teaching, research and training areas of interest include Consumer Behavior, Service Marketing, International Marketing Management and Indian Higher Education. He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Relaxo footwear, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at: <anupam@fsm.ac.in>.

FORE School of Management
Management Development Programme

Creating Winning Sales Teams

December 17-18, 2018
Registration Form

Name: _____

Designation: _____

Organisation: _____

Office Address: _____

Phone: Office _____

Mobile: _____

Email: _____

Fax: _____

Your expectations from the Programme: _____

Residential / Non Residential _____

Payment Options

Online Payment

Programme fees can be paid through credit / debit card / net banking. Please logon to FORE website http://www.fsm.ac.in/exe_openmdpcalendar20182019.html for online registration and payment.

Offline Payment

Programme fees can be paid through Local Cheque / DD
If attached please give details

Local cheque / DD No. _____ Date _____ Amount _____

Signature

(Please return the completed form by post
or email: exed@fsm.ac.in, to:

Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016

Note: Please feel free to make copies of this form for additional registrations.