

Our other
Management Development Programmes

Sl. No.	Programme Title	Dates
1.	Leveraging Social Media for Business Intelligence	April 29, 2019
2.	Performance Management-Current Trends and the Future	May 6, 2019
3.	Effective Purchasing Skills and Strategic Sourcing	May 23-24, 2019
4.	Understanding Sales and Distribution Analytics	June 10-11, 2019
5.	Advanced Excel Training	June 27-28, 2019
6.	Train the Trainer	July 8-9, 2019
7.	Data Analytics for Expanding Markets	July 18-19, 2019
8.	HR Analytics	July 22-23, 2019
9.	Developing an Intrapreneurial Mindset for Effective Leadership	July 29-30, 2019
10.	Effective Communication for Women in the Workplace	August 8-9, 2019
11.	Finance for Women Executives	August 26-27, 2019
12.	Decision Making Techniques for Managers	September 2-3, 2019
13.	Effective Communication and Presentation Skills	September 12-13, 2019
14.	Effective Negotiation Skills	September 18-20, 2019
15.	Introduction to Intellectual Property Rights	October 14, 2019
16.	Project Management	October 21-22, 2019
17.	Retirement Planning for Middle Level and Senior Executives	November 4-5, 2019
18.	Building leadership potential of Women Professionals	November 7-8, 2019
19.	Marketing Analytics	November 14-15, 2019
20.	Aligning CSR with Sustainable Development Goals : Strategy Formulation, Implementation and Impact Assessment	November 18-19, 2019
21.	Financial Strategies for Value Creation	November 21-22, 2019
22.	The New Indian Consumer: Winning Concepts and Practices	November 29, 2019
23.	Deep Learning-Foundation and Advances	December 9-11, 2019
24.	Enhancing Assertiveness & Positive Attitude	December 12-13, 2019
25.	Managerial Leadership and Team Building	December 16-17, 2019
26.	ISO 27001:2013 Lead Implementer Course	January 9-10, 2020
27.	Enhancing your Personal Brand	January 16-17, 2020
28.	Enterprise Risk Management	January 30-31, 2020

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

Understanding Sales and Distribution Analytics

June 10-11, 2019

FORE Campus, New Delhi

Programme Directors:

Prof. Asif Zameer & Prof. Shilpi Jain



Imparting Knowledge for Exploring New Horizons



FORE School of Management
New Delhi

Introduction

Sales and Distribution is the key to success in a country like India. Sales force is the face of the organization at the front end of the business. It is at the epicenter of the rapidly changing customers, competitors, products, channels, 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 understand how to analyze the performance of their sales and distribution function and enhance the sales force performance.

Objectives

- Explore the key issues in developing a go-to-market strategy.
- Understand the advantages and challenges of Multi-channel distribution systems.
- Develop a framework for a sales force diagnosis.
- Understand how technology enhances sales force performance.
- Fundamentals of Data Analytics.
- Design the metrics for Sales management and Distribution Management.
- Dissect the factors influencing Distributors' performance.

Contents

- Market coverage.
- Multi-channel distribution structures.
- Movement towards Omni-channel marketing.
- Technology and Sales force.
- Data preparation, cleansing, visualization and data-driven decision making.
- Performance Metrics for Sales management and Distribution management.
- Sales analysis by – territories, products, team members etc.

Methodology

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

Who May Attend

The programme is targeted at the sales managers and channel managers of various industries who are actively involved in handling internal or external teams and looking to improve their data-driven decision making skills.

Duration & Venue

Dates: June 10-11, 2019

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 June 9, 2019 till noon of June 12, 2019.**

Discounts

- Early bird discount of Rs. 2,400 per participant for nominations received on or before June 3, 2019.

- 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/open-mdp-calendar-2019-2020>

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/open-mdp-calendar-2019-2020>. 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 B.E. (Mechanical) from Delhi College of Engineering, MBA and Ph.D. He has more than 16 years of rich industry exposure and over 14 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 include Advanced Marketing Research, Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mall Management, Supply Chain & Logistics and Consumer Behavior. 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 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. Shilpi Jain is a Fellow Scholar (Ph.D.) from MDI Gurgaon and Associate Professor of Business Administration in the Information Technology Department at FORE School of Management, and the faculty chair of Computer Center Advisory and Purchase Committee. She also serves on the institutions' Faculty Committee & Research Committee. Her current research is in applied and empirical user behavior on social media & e-commerce, digital inclusion at grassroots level, and adoption of disruptive technologies which includes digital currency, gamification, and enterprise systems on cloud. At present, she is a co-chair of a funded longitudinal policy research project which aims to evaluate the impact of internet connectivity in rural India and its' influence on the regularization of Rural Telecom ISPs.

She has almost 20 years of experience in the Academia & IT industry and has held research positions in a variety of functional areas. During her stint at Infosys Research Labs, she has designed prototypes for virtual team training platform enabling paired programming, country risk analysis framework, and dynamic resource sharing across geographies.

She chairs several executive education programs on e-commerce strategies, managing business on cloud, data summarization, and business storytelling with data. A regular author in National Newspaper, she has coauthored numerous business case studies and research articles in journals. She can be reached at: <shilpijain@fsm.ac.in>.

FORE School of Management
Management Development Programme

Understanding Sales and Distribution Analytics

June 10-11, 2019
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/open-mdp-calendar-2019-2020> 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.