

ENHANCING SALES FORCE PERFORMANCE

February 17 – 21, 2025



**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विकासविद्यया

Enhancing Sales Force Performance

February 17 – 21, 2025

Markets are dynamic in nature characterised by intense global competition, pressure on margins, changing customer expectations, fragmented communication channels, and proliferating distribution channels. Sales management in such competitive markets has become a challenge and a key activity for organisations for developing competitive advantage.

In this dynamic environment, the profile of the sales force has undergone a sea change. The two main recent changes impacting the process are adoption of technology and realignment of distribution function. This has resulted in shifting the focus on selling to the end customer and the retailer as against the distributors or the wholesalers. The art of sales is moving from product sales to problem solution selling. Ensuring a high level of performance of the sales force would require development of new capabilities besides reassessing the capacities of the current workforce. Organisations are also facing challenges in attracting, developing, motivating and retaining performers, and building teams. In addition, job responsibilities, performance assessment, and incentive compensation needs to be relooked.

Objectives

This programme will discuss relevant analytical sales management frameworks and examine their applicability for practical solutions. Managers will be urged to examine novel ways of looking at their sales force and execute strategies that match realities of the market place. The main objectives of the programme are as follows:

- Understand customers, markets, and organisational processes from a sales management perspective
- Develop plans for managing the sales force effectively in order to enhance sales productivity and performance
- Develop Relevant Measures to assess sales force performance and enable data based decision making.

Programme Highlights

- Assessing and creating customer value
- Performance and reward management
- Building a value-based sales programme
- Managing and enhancing sales productivity
- Recruiting and training the sales force
- CRM and digital approaches for sales force management
- Sales operations in a digital and hybrid channel environment
- Building teams and motivating the sales force

Who Should Attend

- Senior and middle level sales managers from FMCG, consumer durables, industrial, financial services, and IT/knowledge sectors
- Marketing and commercial managers who are responsible for revenues and field level sales operations
- Retail and category managers
- Heads of business units, CEOs of small and medium enterprises
- HR managers responsible for sales HR processes

Faculty Co-Chairs

- Prof. Biju Varkkey (Faculty Co-Chair)
Email: bvarkkey@iima.ac.in
- Prof. Subhadip Roy (Faculty Co-Chair)
Email: subhadipr@iima.ac.in



How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/4fTkzIL>

The closing date for receiving applications is **February 3, 2025**. The last date for early bird discount is **January 27, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write to us at mdp-info@iima.ac.in, connect with us on WhatsApp at +91 63574 35951 or call at +91 79 7152 4624.

Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 200,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **February 3, 2025**. In case of cancellations,

the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Enhancing Sales Force Performance**
5. IIMA Permanent Account Number (PAN): AAATI1247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number: 24AAATI1247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

[B] Payment Gateway

Please visit the following link for Payment Gateway: <https://bit.ly/48VcVeM>

Discount

Early Bird Discount: Applications received with payments on or before **January 27, 2025** will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.



Status of IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.

Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 100 plus faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Centre for Management in Agriculture (CMA)
- Communication
- Economics
- Finance and Accounting

- Human Resources Management
- Information Systems
- Marketing
- Organisational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation (RJMCEI)
- Strategy

Interdisciplinary Centres

- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Sustainability and Corporate Governance Research
- Centre for Transportation and Logistics
- Gender Centre
- India Gold Policy Centre (IGPC)
- JSW School of Public Policy
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing

