

MANAGEMENT DEVELOPMENT INSTITUTE MURSHIDABAD

ONLINE MANAGEMENT DEVELOPMENT PROGRAMME

ON

HOW TO BOOST YOUR SALES

21ST -22TH JULY, 2023 | 11.00 AM TO 1.00 PM & 2.00 PM TO 4.00 PM



BACKGROUND

Sales management helps the company in managing the people, techniques, and processes involved in the sales function. It focuses on supervising a team to achieve the desired sales targets. The right recruitment, training, monitoring, motivation, and compensation are necessary to build a successful sales team. A sales team works on sales strategy. An effective sales strategy gives the team a detailed plan to sell the company's products or services in business-to-business or business-to-customer/consumer markets. This programme will provide the deep knowledge and skills to perform the sales function in pressurized and demanding conditions. In the modern sales world, technology plays an important role in driving sales and customer engagement. So, the programme has been designed to offer the participants a deep understanding of the contemporary issues in managing sales.



THE TARGET PARTICIPANTS

Executives that operate within business-to-business (B2B) or business-to-customer/consumer (B2C) related sales and marketing activities of their companies



OBJECTIVES OF PROGRAMME/LEARNING OUTCOMES

This programme intends to

- provide a clear understanding of sales management techniques
- strategize actions by sales training and development methods
- explain the motivation concerns of a sales team
- to design effective incentive and recognition plans
- managing the team building and technology competencies



PROGRAMME CONTENTS

- I. Understanding the Concept of Sales Management
- II. Types of Selling Skills
- III. Sales Management Competencies in B2B and B2C
- IV. Improving Sales Performance through Technology
- V. Training and Development of Sales Force
- VI. Motivating and Compensating the Sales Force
- VII. Contemporary Issues in Sales Management



PEDAGOGY/ METHODOLOGY

An appropriate mix of interactive lectures, case studies, and real-world practical exercises.



VENUE AND DURATIONS

The programme will be held online through Zoom platform **21st & 22th July 2023**. All participants will be

awarded with an e-certificate with digital signature by MDI Murshidabad upon successful completion of the programme.



REGISTRATION AND PROGRAM FEES

The program fees will be "Rs. 6500/- +GST (18%)

Registration Link: <https://forms.gle/AxZJfBFnK7egyo389>

• No refund of Programme Fees but substitute allowed.
The program fees can be paid through bank transfer as per the bank details given below:

Account Name: MANAGEMENT DEVELOPMENT INSTITUTE SOCIETY

Bank Name: State Bank of India

Account Number: 33987582978

IFSC Code : SBIN0012355

(Please share the transaction details for verification purposes after making payment)



PROGRAM DIRECTOR

Dr. Biranchi Narayan Swar

Professor-Marketing and Dean-Academic, MDI Murshidabad



RESOURCE PERSONS



Dr. Biranchi Narayan Swar

Professor-Marketing and Dean-Academic, MDI Murshidabad

Dr. Biranchi Narayan Swar is M.A. (Economics), MBA (Marketing) and Ph.D (Marketing of Services). He was ranked 3rd in order of merit in B.A (Economics) and M.A. (Economics) in the University Examination. Dr. Swar has been awarded the National Scholarship from the Ministry of HRD, Government of India. He is an alumnus of IIM, Indore and has more than 18 years of rich teaching, research and industry experience in reputed organizations. His areas of expertise in teaching are Marketing of Services, Sales and Distribution Management, Customer Relationship Management, Product and Brand Management, and Marketing Analytics and Intelligence etc. His research interests include shoppers' buying behaviour, online retailing, service quality and branding. He has published more than 30 research papers in various Scopus and ABDC listed Journals. He has guided Ph.D. Scholars and

presented research papers in more than 50 scholarly and professional conferences organized within (Only in IIMs or at par) and outside India. He has got the best paper awards for his contribution to the research in various conferences. He is the reviewer and on the editorial board of various peer-reviewed Journals. Globally, his total research interest score is higher than 65% of the researchers in the area of Marketing as per Research Gate, Germany. He has been academically associated with associations like AIMS International (Association of Indian Management Scholars), and Academy of Marketing (U.S.A) etc. Dr. Swar conducted various MDP/EDPs in the area of marketing like (Managing service-oriented organizations, Advanced data analysis for effective marketing decisions, Managing products and brand-building strategies for Organizational Growth and Sales and Distribution Management etc.) for the corporates like IOCL, HUL, Sony, Voltas, Bosch, Birla Tyres, Union Bank of India, Emami Papers Ltd, John Distilleries and many more. Has undertaken various Consultancy and Project works of reputed Companies as well.



Dr. Shivani Saini

Assistant Professor-Marketing,
MDI Murshidabad

Dr. Shivani Saini is an Assistant professor in the Marketing Area at the Management Development Institute (MDI) Murshidabad. She is MBA (Hons.), Ph.D. in Business Management, and UGC-NET qualified. She holds a doctorate degree in marketing from Dr. B R Ambedkar National Institute of Technology, Jalandhar. She has over six years of teaching experience in reputed management and engineering institutes. She has attended various FDPs and imparted training in programmes organized by NITTR, Chandigarh. Her research interests are in Customer Experience Management, Sustainability Management, Customer Loyalty, and Digitalization. She has authored various national and international publications in Scopus-indexed, ABDC journals, including a book on Consumer Experience Management titled *Revolutionizing Business Marketing through Experience Mix: Designing and Managing Perfect Customer Experiences*. She has also participated in reputable national and international management conferences.

Certificate of participation shall be provided after the completion of the program & submission of program feedback

CONTACT INFORMATION



CE Office:

Management Development Institute Murshidabad

Email:- ce@mdim.ac.in

Campus Phone Nos. +91-9674727164, +91-9674757164

Dr. Biranchi Narayan Swar

Program Director

Email id: drbnswar@mdim.ac.in

Mobile: +91 8317353380