

FORE School of Management

**Management Development Program on
Effective Selling Skills
July 28-29, 2011 and January 16-17, 2012
FSM Campus, New Delhi**

Backdrop

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, 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

- Explore the key issues in developing a go-to-market strategy.
- Enhancing personal selling and prospecting skills
- Develop a framework for a sales force diagnosis.
- Understand the nuances of structuring the sales force in an organization, territorial design and quota allocations
- Explore key personnel issues like recruitment, selection and training of sales forces.
- Develop better understanding on the motivational tools like compensation, and performance management.
- Understand how technology enhances sales force performance.
- Assess the sales force culture.

Contents

- Market coverage.
- Personal Selling Skills.
- Prospecting for clients in International Business.
- 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 on the participant centric learning approach.

Who may attend

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