

Jaipuria Institute of Management, Jaipur

MDP on Skills Enhancement for Effective Sales Professionals

February 17-18, 2012 (Friday and Saturday)



RELEVANCE

In today' changing environment where opportunities are enormous for good entrepreneurs and freelancers, it has become very difficult to retain sales agents, wholesaler, retailer and distributors thus challenges in managing them in getting desired results. A Sales professional need to be exposed with latest tools & knowledge while practicing his/her skills at workplace. There is a need to develop linkages with the professional and personal goals and initiate suitable actions in the right ways and at the right times. One can not be satisfied with the status quo or expect progress to be made by accident. Planning is proactive and requires individualized focus. It requires constant learning and receptiveness in personality.

Today, A Sales professional who joins one organization with diversified industrial and academic background, he/she faces new challenges to prove himself/herself in meeting organizational goals. He/she is expected to acquire contemporary skills. Growing need for one-to-one interactions with consumers & business intermediaries led to a dramatic rise of interactive digital platforms in the past few years. Social media and social networking require time and active engagement for business development in today's fiercely competitive and turbulent environment. Part of the time consumer used to spend on traditional media is now being spent on social media. Sales professionals have to acquire skill sets in this areas too for remain competitive at market place.

When salesperson starts growing in business sense within the organization, new benchmarks are set for him by the organization. For achieving those expectations, one needs to be mentally and physically balanced. Can spirituality help the sales professionals? It is generally felt that spirituality cannot be practiced for selling. Selling and spirituality can be complementary to each other if handled with wisdom and one can deliver the better than expected results with much satisfaction and pleasure.

The learning outcome of this MDP will help all the participants to develop contemporary skill set for delivering better output for their organizations. It will make all sales professional more effective at their workplace thus adding more value towards organizational objectives.



OBJECTIVE

The objectives of this MDP are

- To facilitate sales professionals becoming effective and successful at their workplace
- Learning the principles and practices of social media marketing and using it for generating more sales for individual and organization
- To enable easy transformation and orientation of sales professionals (with diversified industry and academic background) at his/her present workplace
- To develop sustainable skills in selling in tandem with organizational goals
- Understanding applications of spirituality in selling and use it as a tool for getting success at market place

TOPICS TO BE COVERED

- Skill development for commission based sales force management
- Skill development for retailers and distributors management
- Orientation and transformation of sales professionals (with diversified industry and academic background)
- Developing social media skills in sales management
- Developing and nurturing sustainable skills in selling
- Practicing spirituality for effective sales



WHO SHOULD ATTEND?

- Sales professionals at middle and junior level
- Faculty members of marketing areas
- Fresh MBAs and MBA students of final year who have marketing bent of mind (This MDP will help them to become more placement worthy)
- Sales Consultants

PRE-REQUISITE:

Basic knowledge of Marketing & Sales and practical experience of sales for industry professionals. Students should have Sales experience at least at Summer Internship Program level while pursuing their MBA/PGDM program. Faculty members who have taught Marketing or its specialized courses.

DATE, TIME AND VENUE

Date : February 17-18, 2012 (Friday & Saturday)

Time : 10.00 AM to 5.00 PM

Venue : Auditorium, Jaipuria Institute of Management, Jaipur

Note: For Registration, Logistics and other details, Please contact

Ms. Shalvi Sharma (Programme Secretary)

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For further details, visit www.jaipuria.ac.in/jaipur

PROGRAM COORDINATOR

Dr Narendra Sharma, Asst. Professor, Ph.D. (Management), MBA (Marketing), B.Sc (Maths-Computer Sc.)

He has more than 14 years of work experience which includes 7 years in teaching and 7 years sales experience in industries like Usha International Ltd, Rajasthan Patrika and ICICI. He has a good number of research publications in reputed international journals (listed on Ebsco) to his credit and has participated in many international & national conferences (like from MSI (Marketing Science Institute), USA). He has certifications in AMFI, IRDA, SAS, SPSS and econometrics modelling. He is a member of AIMA, JMA and life member of ISTD. He has conducted MDPs at Rajasthan Patrika, ICICI Banks, Ratnasagar Publications etc. He has conducted many FDPs also at different levels, recently he conducted FDP on "Structural Equation Modeling-SEM" in December 2011.

Dr. Narendra Sharma

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TRAINERS

Dr Arvind Kalia

National Head Marketing - Patrika Group

Mr Nitin Mathur

Regional Business Manager (Rajasthan)- Parle Agro

Dr Rajiv R. Thakur

Director, Jaipuria Institute of Management, Jaipur

Prof S. P. Garg

Faculty Member, Jaipuria Institute of Management Jaipur

Dr Narendra Sharma

Faculty Member, Jaipuria Institute of Management Jaipur

Dr Pradeep Kautish

Faculty Member, Jaipuria Institute of Management Jaipur

Dr Shubha Johri

Faculty Member, Jaipuria Institute of Management Jaipur

REGISTRATION FEE

For industry professional: Rs.2500 (Rupees Two Thousand Five Hundreds only) per participant.

For Faculty members: Rs 1500 (Rupees One thousand Five hundreds only)

For Students: ₹ 750 (Rupees Seven Hundreds and Fifty only)

The fees includes Study material, Welcome Kit, Lunch, Tea, Snacks and Certificate for both the days. Special discount of ₹ 500 per candidate will be given in case of (1) and (2) if 5 or more than 5 candidates participate from one organization/institutes.

Jaipuria Institute of Management, Jaipur

Jaipuria Institute of Management, Jaipur is an integral part of the Jaipuria Group of Management Institutes belonging to 'Integral Education Society' which is led by Shri. Sharad Jaipuria, CMD, Ginni International Limited. Jaipuria, Jaipur offers full-time AICTE approved PGDM Programme and is located in an aesthetically designed campus with sprawling lush green lawns spread over an area of 5.12 acres, in the Pratap Nagar locality.

Jaipuria, Jaipur organizes Workshops such as National Entrepreneurship Network (NEN), Exhibitions for students, Seminars, Conferences, Management Development Programmes, Faculty Development Programmes, Training programmes for Industry and Academic fraternity on different themes. Research and consultancy undertaken by the Institute facilitates the faculty to disseminate the knowledge and keep the students updated in terms of experiential learning. Prowess, E-Views, e-Journals and other software are used in routine teaching. This is what differentiates Jaipuria from other institutions.

Dr. Rajiv R Thakur has worked as Professor of Strategic Management and International Business Strategy in at the Institute of Management Technology (IMT), Ghaziabad and Director at AKGIM, Ghaziabad. Prior to his joining academics, Dr. Thakur worked with the media industry for over 10 years and was associated with one of India's leading media conglomerate in senior managerial position. Dr. Thakur has been regularly holding international conferences and organizes MDPs for senior and middle level executives. His contributions in institution building overall have been appreciated as par excellence, both at IMT Ghaziabad and at AKGIM as Director. He has been actively involved in MDP, research and has published research papers in international/ national journals and international conferences. Dr. Thakur has gained extensive international exposure. Dr. Thakur has gained extensive international exposure. During his career, Dr. Thakur has gain extensive international conference working on several international assignments across the globe instead of line Dr. Thakur has gained extensive international exposure.

Dr. J D Singh, a prolific academician and analysts of international repute in the field of marketing and economics is the Director General of Jaipuria group of management institutes.



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FOR EFFECTIVE SALES PROFESSIONALS**
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