



A CRASH COURSE ON SALES AND DISTRIBUTION MANAGEMENT



Programme Director:

Prof. Karthikeyan Balakumar



Programme Dates:

September 18 - 20, 2024



Programme Venue:

Online



REGISTER NOW



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INDIAN INSTITUTE OF MANAGEMENT SIRMAUR

Rampur Ghat Road, Paonta Sahib, District Sirmaur, Himachal Pradesh - 173025

OBJECTIVE



- A Crash Course on Sales and Distribution Management" is an intensive online program designed to provide a comprehensive understanding of the key components of sales and distribution within a business context.
- The course format includes video lectures, real-life case studies, interactive sessions, and practical assignments. Participants will gain hands-on experience and insights from industry experts, equipping them with the tools and knowledge to excel in the dynamic field of sales and distribution management.

PEDAGOGY



- Online

WHO MAY ATTEND



- This course is ideal for professionals entering the field, small business owners, or anyone looking to strengthen their understanding of sales and distribution strategies

KEY TOPICS



- Introduction to Sales Management: Understanding the role of sales in a business, setting sales goals, and aligning sales strategies with business objectives.
- Sales Techniques and Strategies: Exploring various sales techniques, understanding customer psychology, and effective communication skills for sales.
- Managing a Sales Force: Recruitment, training, motivation, and performance evaluation of sales personnel. Understanding team dynamics and leadership skills.
- Distribution Channel Management: Designing and managing distribution channels, understanding channel partners' roles, and strategies for effective distribution.
- Customer Relationship Management (CRM): Utilizing CRM tools to manage customer data, enhance customer relationships, and increase customer loyalty.
- Digital Sales and E-Commerce: Embracing digital transformation in sales, understanding e-commerce strategies, and using social media for sales enhancement.
- Sales Analytics and Reporting: Analyzing sales data, understanding sales metrics, and using data to inform sales strategies.
- Ethical Sales Practices and Legal Considerations: Understanding the importance of ethics in sales and navigating the legal landscape in sales and distribution.

PROGRAMME DETAILS

Duration: September 18 - 20, 2024

Programme Commencement: 10.00 AM on September 18, 2024

Programme Conclusion: 5.00 PM on September 20, 2024

Venue: Online

PROGRAMME DIRECTOR

- **Dr. Karthikeyan Balakumar** is an Assistant Professor specializing in Marketing at IIM Sirmaur. In addition to his teaching role, he serves as the Chairperson for Placements and Career Development. He has a BSc in Physics from Madras Christian College after which he secured a PGDM with a Gold Medal for Academic Proficiency from IIM Tiruchirappalli. After his post graduate studies, he worked in channel sales with TTK Prestige and played an instrumental role in establishing and managing tertiary eye hospitals in Africa as a Senior Operation Manager at Dr. Agarwal's Eye Hospitals. He then pursued a PhD in Marketing from IIM Calcutta where his doctoral research delved into retail channel strategies. In 2020, his team received the Association of Consumer Research-Transformative Consumer Research grant. His publications have been featured in the Journal of Retailing and Consumer Services and the Economic and Political Weekly. Outside the academic sphere, Dr. Balakumar maintains an active online presence, regularly contributing to his personal website, drkb.in. His research interests span retailing, channel, and sales management, and occasionally, he delves into public policy topics.

PROGRAMME FEES

- Course fee for the programme would be Rs. 5000/-
Discount on Programme fees: A discount of 10% on the Programme fees can be availed by an organization if it nominates at least 4 participants for a particular MDP.

TERMS & CONDITIONS

- **Cancellation Policy:** In case you/your nominated candidate(s) does(do) not attend the programme, 40% of the programme fees will be retained, as per policy.



HOW TO APPLY

- To apply or nominate personnel for the Programme, click on the "Register Now" link in the brochure or visit <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>
- Once the candidature is approved, the sponsoring authority or participant (in case of self-nomination) will receive an email with a Payment Advice requesting the Programme fees in advance.
- Programme fees can be remitted online through Electronic Fund Transfer (NEFT/RTGS). After remitting the fees online, please inform the CMDP office of the UTR number or relevant transaction details via email. This will allow us to connect your remittance to your nomination(s).
- Please note that confirmation of participation is subject to receipt of Programme fees by the CMDP office before the commencement of the MDP.

HOW TO REACH IIM SIRMAUR

IIM Sirmaur is located in Dhaula Kuan, in Himachal Pradesh. The distance of Dhaula Kuan from Jolly Grant Airport Dehradun is 96 km. It takes 2 hours and 30 minutes from Dehradun Airport, 2 hours and 30 minutes from Chandigarh Airport, and 6 hours and 20 minutes from Delhi Airport to reach Dhaula Kuan. The nearest Railway stations are Yamuna Nagar, Saharanpur, and Dehradun. They are all located approximately at one and half hour taxi drive from Paonta Sahib.

NEAR BY TOURIST DESTINATIONS

- Renuka Lake: Located 31 km away
- Kalesar National Park: Located 38 km away
- Gurudwara Paonta Sahib Ji: Located 21 km
- Mussoorie: Mussoorie is a hill station located 99 km away
- Haridwar: Haridwar is a holy city situated 119 km away



Our correspondence address is as follows:

MDP Office

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Phone: 01704 277367

Email: mdpoffice@iimsirmaur.ac.in | Weblink: <https://www.iimsirmaur.ac.in/mdp/mdp-calendar>

**For all other details on administrative matters please refer our website
www.iimsirmaur.ac.in/mdp/ or e-mail to mdpoffice@iimsirmaur.ac.in**