

Workshop on  
**Analytical Skills**

**For Marketing and Sales Professionals**

**Saturday, December 9, 2017 • 9.30 a.m. to 1.00 p.m.**



**Venue :** Torrent-AMA Management Centre, Core-AMA Management House  
AMA Complex, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

What differentiates the successful M & S Professionals from others are their insights, perceptions and abilities to detect patterns of change and relate them to their landscape, industries, competition and business. They also justify their forecasts, plans, budgets, decisions and solutions with supporting reasoning, cost benefit analysis and convincing data-base.

This program is designed to equip the Sales and Marketing professionals with required analytical skills so that they can confidently face any situation inside and outside the organizations.

This program deals with simple, but useful concepts and methodologies. We do not expect the participants to be familiar with higher mathematics and analytical tools.

**Flow and Content**

- **Forecasting – Resource Allocation – Planning - Target Setting**
  - Understanding and factoring in Economic Trends, Drivers, Retarders, Business Cycles, Seasonal Factors, Calendar and Irregularities
  - Making Long Term, Medium Term and Short term Forecasts
  - Making strategic plans and determining lead measures and lag measures
  - Making tactical plans and budgets with pre defined control measures and contingency steps
- **Profit Maximization – Margins – Expenses – Yields – New Initiatives**
  - Information base – unit margins, gross margins, marketing costs, bookings, backlog, billings, lost sales, unsold stock
  - Optimum pricing for maximizing gross margins
  - Product portfolio trimming and expanding
  - Developing cost effective promotion and distribution channels
- **Justifying Investment / Expenses**
  - Cost – Benefit analysis
- **Other Issues**
  - 5W1H X 2 – Questions to elicit information
  - 5W1H X Why – Questions to generate the alternatives
  - 5 Why – Questions to find the root causes of a problem
  - 5 What next – Questions to discover future problems, challenges and opportunities
  - Flow charting, Mind Mapping, Fish-bone diagram
  - Parallel thinking with Six hats

*Participants will learn through Solved cases, Exhibits, Exercises and Quizzes*

**Workshop Facilitator: Mr. Suresh Pandit – HRD-OD-Productivity Specialist** has, over the last 45 years, helped business professionals from all over India, operating in different sectors of economy in taking their competence to next higher level.

**Fee:** Rs.900/- per participant inclusive of GST. (Fee includes programme fee, lunch and refreshment). Cheque should be drawn in favour of “**Ahmedabad Management Association**”.

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**December 9, 2017**

**Registration Form:** Please fill-in and return this form along with participation fee to :

**Ahmedabad Management Association**, AMA Complex, Ahmedabad 380015. **Ph.:** 079-26308601-5

**Mobile:** 9537407187, 7069940917, 7203030990 • **E-mail:** ama@amaindia.org • **Website:** www.amaindia.org

**Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Position
1.	
2.	
Organisation:	
<b>GST No.:</b>	AMA GST No.: <b>24AAATA 5881D1Z0</b>
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	<input type="text"/>