

Programme on

## Co-Creation of VALUE through DEALERS Management for faster Growth

*Alliances, Partnering and Networking with Loyal Channel Members*

Friday, December 7, 2018 • 9.30 a.m. to 5.00 p.m.



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

**Objective:** A dealer is different from whole-seller or retailers. For distribution a dealer is a step close to company on one side and customers on the other side. Therefore, managing a dealer is quite different. Especially when a dealer is handling various other organizations product, keeping him loyal to your product is essentially a need of the hour. Unless we understand the concept of a dealer properly, our growth is likely to be diluted due to wrong handling. Unlike other channel partner a dealer need to be treated as a partner in co-venture.

This workshop will focus in designing, developing and maintaining effective relationships with Dealers by using both strategic and managerial frames of reference in order to achieve sustainable competitive advantage. The workshop will also concentrate upon the way in which dealers can provide service – both for the end-user they serve and the organizations that comprise them.

A dealer is a kind of customer, who buys and then sell the goods is as-it-is condition and in the process, he makes a margin called profit. Therefore, he needs to be facilitated & controlled as well. A dealer should also reduce the cost of doing business by taking over our marketing load.

### Content:

#### Session One

- Modern concept of a Dealer.
- Market access
- Relationship Marketing
- Understanding DEALER'S requirements
- Customer Service.
- Need for a Integrated distribution management.
- Building a Dealer Marketing Strategy
- Choosing The Channel.
- Guidelines Develop a Clear Distribution Policy
- *Designing Channel Systems*

#### Second Session

- Creating DEALER LOYALTY
- Value addition and Dealers
- Distribution Channel Functions
- Channel Formats
- Dealer selection - points to be considered.
- JIT – What dealer should aim for.
- Benchmarking; Channel Designing and Costs
- Dealers Compensation; Tools For Control
- Conflict management; Dealer Agreement
- Assessing Marketing Channel Performance
- Dealers and Credit Control

**Who Should Attend:** The programme will benefit all executives and staffs from Sales, Purchase, Marketing, Logistics, Distribution (direct or channel), Finance and Accounts from all types of businesses. A must for first time Sales and Business Development executive.

**Faculty: Mr. A. K. Guha**, until recently worked as Executive Director (Business Development) of Renoir Consulting – UK. He has served various industries in India 3 decades. To name few corporates are Arya Communication Ltd. (Motorola), General Electric-Alstom Ltd., Aplab Limited, Bright Brothers Limited etc. He has also served in the Middle-East.

**Fee :** Rs.1600/- per participant inclusive of GST. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "Ahmedabad Management Association".

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### Programme on Co-Creation of VALUE through DEALERS Management for faster Growth Dec. 7, 2018

**REGISTRATION FORM:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**, Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

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Cheque should be drawn in favour of "Ahmedabad Management Association".

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