

# **Diploma in SALES**



**[Specially designed for young men and women who would like to develop a career in Sales. Also useful to Entrepreneurs and Businessmen]**

**Batch - 39, Class conducted on 10 Sundays (9.30 a.m. to 12.30 p.m.)**

**Duration: 10 days from December 9, 2018 to February 17, 2019**

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**Venue :** Ahmedabad Management Association,  
Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus,  
Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

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The job of sales management has been, and will remain, one of the most important management responsibilities in business. Sales is considered as one of the exciting profession and it is estimated that over seventy percent of the top managers have started their career in sales. To develop a cadre of professionals in the area of sales, this Diploma Programme has been designed and offered for students undergoing graduate studies / diploma holders and businessmen. (Medium: English).

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### **Course Coverage:**

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**Day-1 : Sunday, December 9, 2018**

**Introduction to Sales and Marketing**

- Sales as a career, Profile of a Salesperson, Preparing for a career in sales
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**Day-2 : Sunday, December 16, 2018**

**The Sales Process**

- Selling skills, opening a call, need satisfaction process, closing more sales and handling customer attitudes and objections
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**Day-3 : Sunday, December 23, 2018**

**The Sales Process (Contd.)**

- Understanding the stages in the sales process and making sales calls more productive and profitable
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**Day-4 : Sunday, January 6, 2019**

**Market Segmentation**

- Understanding various types of segments as retail, commercial and industrial. Identifying key success factors for each segment.
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**Day-5 : Sunday, January 13, 2019**

**The Sales Organization**

- Managing the sales function. From recruitment to promotion. Levels of the sales organization.
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**Day-6 : Sunday, January 20, 2019**

**Sales Promotion and use of Social Media**

- Types of sales promotion. The planning and implementation of various types of promotion.
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**Day-7 : Sunday, January 27, 2019**

**Communication Skills**

- Listening, body language, NLP, written communication, making powerful presentations.
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**Day-8 : Sunday, February 3, 2019**

**Pricing**

- How to decide on pricing a product, the concept of the Power Generation Fund.
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**Day-9 : Sunday, February 10, 2019**

**Distribution and Logistics**

- Direct selling, CNF agencies, distributors, stockists etc. advantages of various channels.
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**Day-10 : Sunday, February 17, 2019**

- Developing the perfect mind set and attributes for being a successful sales person/ time management.
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**Faculty:**

**Mr. Achal Rangaswamy**

Sales and Marketing Coach

**Fee:**

Rs.7000/- per person inclusive of GST. Concession for members 10%, Patron Members 20%. Fee includes course fee and cost of course material. The cheque may please be drawn in the name of 'Ahmedabad Management Association.' **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN. Fee once remitted shall not be refunded.**

**Registration:**

Please send your registration along with participation fee to:

**Ahmedabad Management Association**

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur,

Ahmedabad 380 015 Phone: 079-26308601-5 Mobile:9537407187, 7069940917

Fax: 079-26305692 E-mail: ama@amaIndia.org • Website: www.amaIndia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org

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**About the Academy**

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Sponsored by Mr. Rajiv Vastupal, a businessman with social concern, the Rajiv Vastupal-AMA Sales Academy organises lecture series, seminars, workshops with a view to empower young men and women in achieving success and progress in their field of interest. The Diploma in Sales is a continuing education program organised at the Academy.

**Rajiv Vastupal-AMA Sales Academy**

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SALES**



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**APPLICATION FORM**

Please complete the form and return to:  
Ahmedabad Management Association,  
ATIRA Campus, Ahmedabad 380 015.  
**Phone:** 079-26308601-5 • **Mobile:** 9537407187, 7069940917  
**Fax:** 079-26305692 • **E-mail:** ama@amaindia.org  
**Website:** www.amaindia.org  
**Android Mobile App:** AMA-Ahmedabad amaIndia.org

Please attach  
two stamp-size  
photographs

Name: \_\_\_\_\_

Age and Date of Birth: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Designation (in case of service): \_\_\_\_\_

Organisation: \_\_\_\_\_

**GST No.:** \_\_\_\_\_ **AMA GST No.: 24AAATA 5881D1Z0**

Phone: (Office) \_\_\_\_\_ (Residence) \_\_\_\_\_

Email: \_\_\_\_\_

(Please attach extra sheets if necessary) \_\_\_\_\_

Qualifications: \_\_\_\_\_

Experience, if any: \_\_\_\_\_

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