



Rajiv Vastupal-AMA Achievers' Academy

Diploma Programme in **SALES AND MARKETING**

to be conducted in GUJARATI AND SIMPLE ENGLISH

[Specially designed for young men and women who would like to reach newer career heights in Sales and Marketing. Also useful for Businesspersons and Entrepreneurs.]

Batch-36: January 16 to February 4, 2017 – Monday to Friday, 8.00 am to 9.30 am (15 days-3 weeks) (Jan. 26 Holiday)

Venue: Torrent-AMA Management Centre, Core-AMA Management House, AMA Complex, Ahmedabad -380 015.

Within an organization there are only costs. The results exist only on the outside. This is why sales and marketing people are universally respected as “profit centres”. In most organizations, the CEOs have a selling / marketing background. People who drive on the career expressways of selling and marketing, go far ahead of others.

In this very practical and down-to-earth programme, the participants will learn how to be “street-smart” by delighting their customers with effective communication, disciplined work style, time-management, personal goal setting and such techniques taken straight out of the fifty-three years of practical experience of the faculty.

The programme will be conducted as a practical “Workshop” where participants will design tools to become true profit centres.

- Topics Include :**
- Introduction to sales / marketing
 - The process of selling
 - Answering objections – Saying no
 - Consumer behavior
 - Customer delight
 - Effective Communication
 - Awesome power of the brain
 - Marketing mix
 - Marketing management
 - Brand equity
 - Service marketing

Faculty : The programme will be piloted by **Mr. B.N. Dastoor** who has over fifty years of practical experience in selling and marketing with an international exposure. Mr. Dastoor, winner of four national and international awards, is an accomplished teacher, a reputed columnist and an author of over one hundred books (50 + published by AMA).

Fee : Concessional Fees of Rs.2500/- per person.

APPLICATION FORM:

Diploma Programme in SALES AND MARKETING

Batch 36 : January 16 to February 4, 2017

Please fill-in and return this form along with participation fee 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

Name: _____ Position _____

Contact Address: _____

Designation (in case of service): _____ Organisation: _____

Phone: _____ Mobile: _____

Email: _____

Qualifications: _____

Experience, if any: _____

Date: _____

Signature _____