

Programme on

Managing your Salesforce

Thursday, January 10, 2019 • 9.30 a.m. to 5.00 p.m.



Venue: Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Ahmedabad 380 015

Perspective: Great sales people don't always naturally make great Sales Managers, yet many are promoted into just such a managerial position. As a Sales Manager you will have to acquire new knowledge and develop new skills. The challenges faced by Sales Managers are significantly different to those faced by managers in other management positions.

This workshop provides a structured review of the key management areas relevant to those who will be managing a sales team. The focus will be on the operational tools needed to manage the sales function and the course will cover all areas from planning, organizing & communicating to leading, motivating & controlling the sales team.

Content

- Understanding the Functions of a Sales Manager
- Focusing on Activities that Directly increase Sales
- Overcoming Self-Limiting Beliefs within a Sales Team
- Conducting a Sales Environment Audit
- Selecting, Training & Energizing the Sales Team
- Developing a Competent & Committed Salesforce
- Leadership vs Management – How to Plan for Success
- Keys to Managing & Motivating Your Distributors
- Setting Up and Using Effective Sales Controls
- Performance Reviews: Coaching & Improvement Plans
- Using The Power of Recognition as a Prime Motivator
- Dealing Effectively with Problems and Under-performers

Methodology: Self-assessment Exercises, Case-studies, Group Activities & Audio-Visual presentations

Faculty: Mr. Vincent D'Silva, Principal Consultant, Silva Management Services

Vincent has over 25 years of work and consulting experience in reputed organizations in the areas of Strategic Planning, Marketing & Manufacturing. His courses on Communication Effectiveness, Sales & Service Excellence and Leadership Development have been conducted in India, the Middle East & South-East Asia. He is an Engineer from VJTI, an MBA from the S. P. Jain Institute of Management, and has been a faculty at several renowned business schools and corporates in India.

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. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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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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E-mail: ama@amaindia.org • Website: www.amaindia.org • Android Mobile App: AMA-Ahmedabad amaIndia.org

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

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