



**Programme on
Effective Dealers &
Distributors Sales Management**

Saturday, May 4, 2019 - 9.30 a.m. to 5.00 p.m.

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

Companies have found that even with a superior product, strong marketing communications, and a fair price, market share can drop when there is insufficient attention provided to channel strategy. The real “CRUNCH” of success and failure comes when your sales force implements the sales plan- to the new age dealers.

Distribution is a multi channel part of marketing that acts as a strong link to provide competitive advantage to the business in reaching the distant end customers and achieving business goals. Channel partners are not owned by the company hence it is imperative to motivate and guide them as per the values and systems of the organization to achieve the ultimate goal of set business growth.

The one day programme is designed to help the participants to enhance the company’s competitive edge by focusing on getting results and updating & developing the key skills needed in effective new age Distributor & Dealer Management.

- Content :**
- How you should exploit the ever- changing dealer / distributor environment
 - What are new- age dealer/distributor and how to profile them
 - Distributor Networks and its Benefits.
 - Assessing & selling right type of distributors for the Organization
 - Dealer behavioural analysis and buying process
 - how to create the effective Distributor Policies
 - Dealer Relationship Management.
 - What motivates your distributors
 - Effective handling of price rise
 - Distributor communication
 - Distributor performance assessment
 - How to develop and maintain competitive selling spirit
 - Problem areas of Distributors
 - How to build growth strategy for your distributors
 - Keeping your distributors on guard

Who should attend ? Sales, Marketing, Business Development officers, who are involved in managing business directly or indirectly through distributor network.

Faculty : Mr. Vinod Joshi, Business Coach, Sixth Sense Management Consultancy

Fee : Rs.1600/- per participant including GST. Concession for Members 10%, Patron Members 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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Registration Form: Please fill-in and return this form along with participation fee to :
Ahmedabad Management Association, AMA Complex, Ahmedabad 380015. **Phone :** 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: _____	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address: _____	
Telephone(s):	Mobile:
E-mail: <input type="text"/>	