

Programme on Effective Dealers & Distributors Sales Management

Thursday, August 10, 2017 • 9.30 a.m. to 5.00 p.m.

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

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.

Programme 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 inclusive of Service Tax. 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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Name(s)	Designation
1.	
2.	
Organization:	
Address:	
	Pin Code:
Telephone(s):	Mobile:
E-mail:	