

Programme on
Excellence in Sales and Marketing
Workshop for Marketing and Sales Practitioners and Students
Friday & Saturday, August 25 & 26, 2017 (Two days)
9.30 a.m. to 5.00 p.m.

at Torrent-AMA Management Centre • Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad

The workshop details: The Sales and Marketing profession has changed beyond recognition. Even experienced professionals are finding it difficult to cope with the change and have been failing to get the customer's attention.

We live in a complex world where the buyer is tired of clichéd techniques and in a budget-tight market where he has more than enough of what we are selling. One day it is easy to reach the customer over the phone and the next day he defaults to voicemail, so that it becomes difficult to even reach him.

Therefore the most important thing in this fast changing, challenging environment is going to be mastery over the sales and marketing mind. And that is going to require a MIND SHIFT. How to achieve this MIND SHIFT is the objective of this highly interactive workshop, which will be full of anecdotes, interesting discussions and case studies.

Who Should Attend: Practitioners and Students of Sales and Marketing, Advertising Professionals and even designers, doctors, and chartered accountants shall find the programme very interesting and useful to them.

Course Coverage:

- Day 1**
- Introduction to Selling and the nuances of Effective Selling
 - Presenting tangible and intangible Benefits, not just Products
 - Gaining commitment for continued Sales
 - Understanding Customer attitudes and responses
 - Handling negotiations tactfully
- Day 2**
- Understanding Marketing as a Proactive Mission
 - Sharpening the communication tools
 - Coming across as path-breaking and innovative
 - Breaking the clutter and making customer's life Easy
 - Building alliances and gaining Long term association
 - Using contemporary methods to keep customers

Faculty : **Mr. Achal N Rangaswamy**, AMA-ZyduS Cadila Marketing Man of the Year Award winner, former President Marketing and Business Development at Bell Ceramics Ltd, and a veteran Sales and Marketing Professional. He has over 35 years of experience in managing large marketing teams and has been acclaimed for being highly innovative in his approach to marketing various products over these almost four decades.

Fee : Rs.3000/- per person. 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'. Fee once remitted shall not be refunded.

Programme on Excellence in Sales and Marketing **August 25 & 26, 2017**

Registration Form: Please fill-in and return this form along with participation fee to :

Ahmedabad Management Association, AMA Complex, Ahmedabad 380015.

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Website: www.amaIndia.org • **Android Mobile App:** AMA-Ahmedabad amaIndia.org

Name(s)	Designation
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Organisation:	
Address:	
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