



Rajiv Vastupal-AMA Sales Academy

**Advanced (Scale II)  
Diploma Programme in  
Sales & Marketing**

**Monday to Friday, July 2 to 13, 2018 (10 days)  
8.00 a.m. to 9.30 a.m.**

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

Marketing is a arguably the most complex and challenging function performed by business firms. How will the organization perform this function ultimately determines its success over the years. This programme is carefully designed to provide advanced learning in the latest selling and marketing techniques.

No learning is effortless, but it need not be tedious. It also need not give an overdose of theory. This unique programme will provide PRACTICAL tips based on ground realities that often differ from theoretical learning.

**Mr. B.N. Dastoor**, who will pilot this programme, has over 50 years of international experience. He has the talent to simplify most complex issues and garnish his teaching with a large dose of humour and parables. He is the recipient of two national and two international awards and has authored over 100 books on Management, Marketing, Motoring, Athletics, Humour, Self-help, Sufism, Gita, Zen.

**The topics include**

- Marketing Challenges of the 21<sup>st</sup> Century
- Two additional P's of Marketing Mix
- The art of recovering "Outstandings"
- The art of recruiting and retaining
- Designing and managing services
- Advanced communication techniques
- Saying "No"
- Foot-in-the-door
- Door-on-the-face
- Psychology of Selling
- Retail marketing
- Customer Delight
- Consumer Behaviour
- Advertising-Sales Promotion- Pricing-Place Strategies

**Fee :** Concessional Fees of Rs.2200/- per person. Fee includes course fee, cost of reading material. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

**Diploma Programme in SALES AND MARKETING**

**July 2 to 13, 2018**

Registration: 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: \_\_\_\_\_

GST No.: \_\_\_\_\_ AMA GST No.: **24AAATA 5881D1Z0**

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email:

Qualifications: \_\_\_\_\_

Experience, if any: \_\_\_\_\_

Date: \_\_\_\_\_

Signature \_\_\_\_\_