



CII Naoroji Godrej Centre of Excellence

Programme on
Sales and Distribution Management – a Composite Function of Marketing
12 -13, October 2012

Introduction: Sales and Distribution Management, as a composite function of Marketing, focuses on the development of sound Sales and Distribution Strategy, the management of marketing channels, and sales force management in a business organization. Rapid changes in technology, a higher level of customer orientation, the globalization of business, and increasing competition have made Sales and Distribution Management critical to the success of any business enterprise.

Coverage and Contents

- Introduction to Sales and Distribution Management
- Personal Selling : Preparation and Process
- Planning, Sales Forecasting and Budgeting
- Management of Sales Territories and Quotas
- Organizing and Staffing the Salesforce
- Training, Motivating, Compensating, and Leading the Salesforce
- Controlling the Salesforce
- Distribution Management and Marketing Mix
- Marketing Channels
- Channel Institutions – Retailing
- Channel Institutions – Wholesaling
- Designing Channel Systems
- Channel Management
- Channel Information Systems
- Market Logistics and Supply Chain Management

Methodology: The Programme is a blend of theory and practice - live examples of companies from a variety of businesses, applying these principles, and industry case studies for participants to deliberate in groups and make presentations, followed by an open discussion. In addition, exercises and quizzes, will be used so that the delivery of the coverage is better appreciated and enjoyed by participants.

Who should attend: This Programme will be useful to Salespersons, Sales Managers, Channel Managers, Distribution Managers.

The Facilitator: **K. RAJARAM** is a Chemical Engineer from a leading Institute in India--The Indian Institute of Technology (IIT) Bombay.

He also holds a Diploma in Business Management, and is a Project Management Professional (PMP).

Mr. Rajaram has over 30 years of work experience in virtually all areas of Management-Operations, Maintenance, Industrial Engineering, Project Management, Turnaround Management, Finance, and Profit Centre Management. He is now a Business Consultant and a Trainer.

He is also a Faculty at a leading Business School in India, where he teaches CRM, Sales and Distribution Management, Project Management, Supply Chain Management and Operations Management in different semesters.

Dates / Schedule of Sessions: 12 – 13, October 2012

12 October 2012

Registration- 9:15am to 9:30am

12 – 13 October 2012

Sessions - 9:30am to 5:00pm

Venue : **CII Naoroji Godrej Centre of Excellence**, Godrej Station-Side Colony, Opposite Railway Station, Vikhroli (East), Mumbai – 400 079

Participation Fees : (on non-residential basis)

Type of Organisation	Fees per Participant	Service Tax (12.36%)	Total Participation Fees Payable
CII Members (Large & Medium)	Rs 9000/-	Rs 1112/-	Rs 10112/-
CII SSI Members	Rs 7000/-	Rs 865/-	Rs 7865/-
Non Member Companies	Rs 10000/-	Rs 1236/-	Rs 11236/-

Fees include participation, course material (hard copies), working lunch and tea / coffee. Advance payment of fees is to be drawn in favour of "**Confederation of Indian Industry**". **A discount of 10% will be admissible on three or more nominations from an organisation only where payment of fees is received in advance (on or before 5 October 2012). Participation fees is non-refundable/ non-adjustable against any other programme of CII, but change in nomination(s) is accepted.**

Registration : Prior registration for participation by the sponsoring companies is necessary. Number of admissions will be limited to 25.

Certificate of Participation will be given to all participants.

Nominations & Enquiries : S D Puranik, Executive Director
CII Naoroji Godrej Centre of Excellence
Godrej Station-Side Colony
Opposite Vikhroli Railway Station, Vikhroli (East)
Mumbai – 400 079

Tel: (022) 2574 5146 / 5148
Fax: (022) 2574 3361
Email: s.d.puranik@cii.in / ciicoe@vsnl.net



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We nominate the following manager/s to attend the Programme

	Name	Designation	Email / Mobile Number
1			
2			
3			

Our Cheque / Demand Draft dated _____ No. _____ for Rs. _____ drawn in favour of "Confederation of Indian Industry" payable at Mumbai is enclosed.

Name : _____ Designation : _____

Organisation : _____

Address : _____

CII Membership No : _____ Telephone : _____

Fax : _____ Email : _____

Signature & Stamp of the Nominating Authority : _____

- Participation fee is non – refundable / non-adjustable against any other programme of CII. However change in nomination(s) is accepted.
- Programme is non – residential.