

Session Wise Course Modules

| Session No | |
|------------|---|
| 1-2 | <ul style="list-style-type: none"> • Introduction to case method • Introduction to sales strategy |
| 3-4 | <ul style="list-style-type: none"> • Sales forecasting for existing products and new products • Setting quota and territory alignment. |
| 5-6 | <ul style="list-style-type: none"> • Overview of marketing channels and their functions • Developing, modifying and mapping channel of distribution |
| 7-8 | <ul style="list-style-type: none"> • Sales force structuring and • Sales job profiling, job description and specification • Sales personality |
| 9-10 | <ul style="list-style-type: none"> • Sales force planning and recruitment • Sales force selection |
| 11-12 | <ul style="list-style-type: none"> • Understanding sales force motivation • Leading a sales team • Value of intrinsic and extrinsic rewards |
| 13-14 | <ul style="list-style-type: none"> • Designing sales force compensation • Fixed and variable pay structuring at various levels |
| 15-16 | <ul style="list-style-type: none"> • Performance appraisal of sales force • Appraisal tools: 360 degree PMS, Bell Shape PMS • Managing appraisal biases and grievances |
| 17-18 | <ul style="list-style-type: none"> • Introduction to Marketing strategy • Porter's value chain analysis |
| 19-20 | <ul style="list-style-type: none"> • How to increase customer focus • Understanding customer value • Key Account Management |
| 21-22 | <ul style="list-style-type: none"> • Managing portfolio analysis • Tools such as BCG matrix etc. |
| 23-24 | <ul style="list-style-type: none"> • How to build a market plan? • Strategic market planning • Situational Analysis such as PESTEL, SWOT |
| 25-26 | <ul style="list-style-type: none"> • Data Driven marketing • How to use macroeconomic data for strategic market planning • How to take marketing decisions with primary collected data |
| 27-28 | <ul style="list-style-type: none"> • Managing innovations and new product development • Adoption strategies |
| 29-30 | <ul style="list-style-type: none"> • Brand positioning • Creating and measuring brand equity • Customer based brand equity model |
| 31-32 | <ul style="list-style-type: none"> • Pricing products and services • Value based pricing |
| 33-34 | <ul style="list-style-type: none"> • Integrated Marketing Communication. Using Social media in communication strategy |
| 35-36 | <ul style="list-style-type: none"> • Building a global marketing vision • Global entry strategies • Managing global products |
| 37-38 | <ul style="list-style-type: none"> • Changing consumer attitude in high and low involvement products |

| | |
|-------|--|
| | Connecting consumer personality and self- concept to sales strategy |
| 39-40 | <ul style="list-style-type: none">• Integrative exercise/ Team Project |