

Management
Development
Programme

Effective Management of Sales Force & Distribution Channels

February 1 – 5, 2010

MDI Campus, Gurgaon



MANAGEMENT
DEVELOPMENT
INSTITUTE

Background

In the highly competitive marketplace today, the best of marketing strategies often don't deliver due to underperforming distribution channels or sales force. Distributors/Stockists/Dealers are independent channel members having their own goals & objectives, and sales people must align their marketing effort with that of the firm's. In this backdrop, Sales Managers face the challenge of making their teams and channels to perform effectively.

They have not only to supervise their teams, but provide leadership to each salesperson and each channel member to excel, and seek opportunities to exceed targets. Just resorting to short term 'fire fighting' measures to get sales, without focusing on the core issues in channel and sales force management, is no longer a sustainable response.

This programme has been designed to help Sales and Marketing Managers to acquire new skill sets, latest concepts and tools and reorient their attitudes to make their sales teams more productive and get enhanced performance from distribution channels.

Objectives

The objectives of the programme are to help participants:

- Develop understanding of key concepts
- Sharpen, and acquire new skills for improving performance of sales force and channel members
- Learn from practices of other Companies/Industries
- **Acquire** new insights on managing sales teams/channel members

Contents

The Programme focuses on the unique problems in the Indian context and covers:

- Designing Effective Channels
- Strategies for Modifying Channels
- Major Challenges in Channel Management
- Managing Channel Cooperation and Conflict
- Optimizing Sales Force Size and Territories
- Evaluating Sales Personnel
- Leadership Styles and Sales Force Motivation

Pedagogy

A proper blend of case studies, presentations, conceptual lecture cum discussions, experience sharing, group work etc. Specific problems/issues pertaining to participants' sales/distribution situations would also be taken up in project work.

Faculty

Apart from the core MDI faculty, experts from industry will be involved as guest speakers.

For Whom

In previous years, Senior and Middle level managers from sales and marketing functions, e.g. Sales Managers, Zonal/Regional Managers, Marketing Managers, Product Managers, Area Managers, Channel Managers, Sales Coordination Managers, Logistics Managers etc. from sectors like FMCG, Automobiles, Automotive Components, Durables, Telecom, Media, Cement, Fertilizers, Paper, Industrial Products, Services Industries etc. have tremendously benefited.

Past Participants' Comments

"Excellent...has given me lot of insights on channel management..."

— RSM, Asian PPG Industries Ltd.

"...given me a different perspective that would go a long way in my channel management..."

— Vertical Head - Channel, NIIT Limited

"...an amazing experience!...lots and lots of learning, and many unlearnings!...the module on sales force management was excellent..."

— DGM – Sales (All India), TI Cycles of India

"...a great programme which really gives a new dimension to a salesperson's overall view about effectiveness of channels..."

— Channel Manager (NZ), DTDC Courier & Cargo Ltd

"Prof. Kalia's style is very effective...His efforts to ensure in-depth involvement of every participant in the subject is really commendable"

— Zonal Sales Manager, Cargill India Pvt Ltd

"Very useful...I can actually implement some of the ideas that have been discussed here in my job"

— Sales Manager, The India Today Group

“...very relevant for problems I face... will try solving them by using the new tools learnt during MDI training.”
— *National Sales Manager, Gorkha Brewery Pvt Ltd, Nepal*

“Excellent programme delivered appropriately through case studies... excellent way to facilitate the group by Prof. Kalia”
— *Zonal Sales Training Manager, Hero Honda Motors Ltd*

“...was the right place to think out of the Box...”
— *Deputy Manager, Sicpa India Ltd*

“Excellent! provided great opportunity to learn from esteemed faculty and colleagues from other companies”
— *Business Development Manager (Lubes), BPCL*

Venue & Duration

The program is scheduled during February 1-5, 2010 on residential basis at MDI Campus, Mehrauli Road, Sector-17, Gurgaon. Accommodation for participants would be available at MDI Campus from the noon of January 31, 2010 to the noon of January 6, 2010.

Registration & Fee

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details. The fee for the program is Rs 40,000/- (Rupees Forty Thousand Only) per participant which includes professional fee & all charges for lodging and board and supply of course material. Payment should be made by a crossed demand draft/cheque in favour of “**Management Development Institute, Gurgaon (Haryana)**”, and sent to the Chief Administrative Officer (Programmes), Management Development Institute, Post Box No. 60, Mehrauli Road, Sector 17, Gurgaon 122 007-02, Haryana, INDIA.

Last Date

The Last Date for receipt of nominations is January 22, 2010 and the last date for withdrawal of nominations is January 25, 2010. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating Organizations are advised to await confirmation of acceptance of nomination(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

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Programme Director

Prof. Vinod Kalia

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Prof Vinod Kalia is a Professor of Marketing at MDI for more than ten years. He has a B.Tech. degree from IIT Delhi and PGDM from IIM Ahmedabad, and is the distinguished recipient of the first “Award for Excellence in Teaching” instituted by MDI in 2004. He again received this award in 2006, and has also received the Best Faculty Award from the class of 2007 PGP students.

Backed by a brilliant career in corporate sector spanning 25 years in some of the best known organisations at senior, top and CEO positions, Prof Kalia brings a fine blend of conceptual and practical orientation in his work.

In the field of Marketing & Sales, Prof Kalia has over 20 years of highly successful experience involving new product launches, brand building & advertising, designing, creating and managing distribution channels & sales force, B2B marketing, direct personal selling etc. His industry experience covers diverse range of products in organisations such as Eicher group, Larsen & Toubro, Jubilant Organosys, Degussa AG, Anand/Gabriel group, Escorts group and Shriram group of companies.

Prof Kalia has actively been consulted by industry, including for executive education, by many organisations such as BSNL, Hero Honda Ltd, Indo National Ltd, SRF Ltd, ABB Ltd, Grauer & Weil (India) Ltd, Apollo Tyres Ltd, LIC, Grasim Industries Ltd, etc. He has also written a number of cases on Dettol, Gillette, Harpic, Mattel Toys, Cherry Blossom etc.

Prof Kalia’s interests include Strategic Marketing, Distribution Channel Management, Sales Management, Personal Selling, and Industrial Marketing.

About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW, West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of post graduate education in management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-Schools of the Country. The education programs comprise of two-year full-time PGPM, PGP-HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM / EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 35 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in 'pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who have extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance

MDI maintains high level of academic excellence in management. It has over 80 full-time faculty who have several years of experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom.

MDI also has strong links with leading international B-schools, which aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken.

Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air-conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University, Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University, USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University, Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University, Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University, Raleigh, North Carolina, USA, ESCP-EAP, France, EDHEC Business School, France, The Institut d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universitat Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Universita Carlo Cattaneo, (LIUC), Italy, Bocconi University, Milano, Warsaw School of Economics, Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHIFM), Warsaw, Middlesex University, London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology, Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (LUMS), Pakistan, RSM Erasmus University, Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (HUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners.

MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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