Accelerate Sales by Strategic Channel Management

August 06-08, 2015
MDI Campus, Gurgon
INTRODUCTION

In a fast changing competitive world, where product and price advantages are difficult to sustain, successful companies are focusing on Marketing Channels to provide them the edge. In the new paradigm, Marketing Channels are not just a means to reach end customers, but key strategic assets to help create superior customer value for sustainable success over competition.

But improving channel effectiveness in terms of sales, costs, reach, control and synergy is often a challenge since the independent channel members, having their own objectives, priorities and sensitivities are becoming more and more demanding. There are many companies, both Indian and MNC, who have suffered serious performance shortfalls due to inability to deal with channel challenges in the diverse, scattered and difficult to reach Indian market.

This MDP is designed to provide cutting edge practical techniques and conceptual knowledge to equip sales people with new skills, tools and perspectives on Channel Management, and help them bring a jump in channel sales and performance.

KEY TAKEAWAYS

- Make Channels create more Customer Value for your offerings
- Assess Channel Effectiveness by analyzing all elements of channel structures, functions & flows
- Learn Strategies to Modify Channels to meet new competitive challenges
- Manage difficult & demanding Channel Members to get high performance
- How to align Channel Effort with company strategy and get Channel Cooperation
- Manage Channel Conflicts effectively and turn them into opportunities to enhance performance
- Broaden Channel perspective & insights by learning from other industries’ channels

PROGRAM FACULTY AND PEDAGOGY

Prof. Vinod Kalia, renowned for his expertise and work on Channel Management and winner of Best Teacher award on multiple occasions, brings together a fine blend of theory and practice using his experience of four decades in corporate sector and academics. He has been conducting such programs successfully for many leading companies, and open programs, for over a decade.

Program will use a mix of case studies, conceptual lectures & small group work. Channel issues of participants’ companies would also be discussed to make learnings highly practical and relevant for on the job application.

WHO SHOULD ATTEND THIS PROGRAM?

Senior and Middle level managers from all industries/sectors. Typical job titles in past were VP/GM Sales, Head-Sales, National Sales Manager, DGM-Sales, Sales Manager, Zonal/Regional Manager, Marketing Manager, Product Manager, Area Manager, Channel Manager, Territory Manager, etc.

SOME OF THE PAST PARTICIPATING ORGANIZATIONS


PAST PARTICIPANTS’ COMMENTS

“Experience was outstanding….very lively and interactive…”

National Sales Manager, Carborundum Universal Ltd.

“Great program, very crisp, focused and useful”

Head - Sales & Distribution, ITC Ltd., Lifestyle Retails Business Division

“Very enriching...full of insights on channels”

Manager-Sales (Retail), Bharat Petroleum
"Excellent...has given me lot of insights ..."  
RSM, Asian PPG Industries Ltd.

“Program excelled!!....learnt new concepts & techniques”  
Branch Manager, LIC , Rohtak

“I feel this program is a must for sales people”  
Manager-Channel Development, Ingersoll Rand (India) Ltd.

“Definite value addition...learnt how to maintain relations with channel partners”  
Regional Manager, International Flavors & Fragrances

“Very useful...also got lot of insights from co-participants’ channel experiences”  
Sales Manager, Hughes Communications India Ltd.

“Faculty is expert in his domain....excellent teaching skills, well supplemented by real life Examples”  
National Relationship Manager, LIC Mumbai

VENUE & DURATION

The program is scheduled during August 06-08, 2015 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurgaon. Accommodation for participants would be available at MDI Campus from the afternoon of August 05, 2015 to the forenoon of August 09, 2015.

REGISTRATION & FEES

Participants may be nominated by their organizations. The enclosed nomination form should be completed and returned to the Chief Administrative Officer (Programmes), Management Development Institute. The fee for the program is Rs. 36,000/- (Rupees Thirty Six Thousand Only) plus service tax per participant which includes professional fee & all charges for lodging and boarding and supply of course material. Payment should be made by a crossed demand draft in favour of “Management Development Institute, Gurgaon (Haryana)” and sent to the Chief Administrative Officer (Programmes), Management Development Institute, Post Box No. 60, MDI Campus, Mehrauli Road, Sector-17, Gurgaon 122007 (Haryana), INDIA.

LAST DATE

The last date for receipt of nominations is July 22, 2015. The last date for withdrawal of nominations is July 24, 2015. 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 participant(s) to the program venue.

ENQUIRY

For any Additional information / enquiry, please write to:
The Chief Administrative Officer (Programmes)
Management Development Institute
MDI Campus, Mehrauli Road, Sukhrali,
Gurgaon – 122007, Haryana, INDIA
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PROGRAMME DIRECTOR

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Prof. Vinod Kalia, Professor of Marketing at MDI for over a decade, has a B.Tech. from IIT Delhi and PGDM from IIM Ahmedabad. Over the last decade, he has been conferred three times the prestigious “Award for Excellence in Teaching” instituted by MDI, and is also recipient of the “Best Faculty Award” given by PGP students. As a visiting faculty, he has been teaching at IIM Lucknow, IIM Indore and IIM Kashipur.

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

Prof. Kalia has actively been consulted by industry, including for executive education, by many organizations such as HeroMoto Corp, Schneider Electric, JK Cement, BSNL, MacDermid India, Reckitt Benckiser, SRF Ltd, JK Tyre, ABB Ltd, LIC, Grasim Industries Ltd, etc. He has also written a number of cases on Dettol, Gillette, Harpic, Mattel Toys, Cherry Blossom etc. His interests include Channel Management, Sales Management, B2B Marketing and Personal Selling.
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 MDI is the first Indian B-School with Global accreditation AMBA-Association of MBAs, UK.

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 I 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 faculties 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. This 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, EOHEC Business School, France, The Institute d'Études Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, wupperat, HHL Leipzig Graduate School of Management, Management, 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, Milan, 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, Bloomfontein, 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 (WMS), 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 without partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.