

3rd Annual Sales Force Management

Ensuring effective sales force management in a volatile business environment

Mumbai, India

31st July & 1st August 2008

"How should a sales force be managed effectively? Like aircraft pilots, managers must analyse information and make interconnected decisions in order to accomplish their missions".

René Y. Darmon

The sales people are the gatekeepers of information. They need to be ensured that they have the company behind them to be truly effective.



Attend this informative event and gain practical insights into:

- Assessing the current challenges and trends in sales force management
- Exploring how to continuously keep sales people motivated
- Gaining insights on effective leadership skills
- Comprehending the advanced sales negotiation skills for managers
- Utilising Key Account Management for sales excellence
- Effectively implementing and optimising CRM strategies
- Bridging the differences between marketing and sales
- Determining the strategies in integrating people, resources and activities for sales effectiveness

Featuring comprehensive case studies, in-depth analysis and strategic insights from these leading organisations:

- Acer India
- Birla Sun Life Insurance
- Citigroup
- Deutsche Bank
- Door Training & Consulting
- Dr. Reddy's Laboratories
- First Flight Courier
- Kotak Mahindra Old Mutual Life Insurance
- Pidilite Industries
- Siemens
- TVS Motors

Your distinguished chairperson:

Sanjiv Swarup President
Synergy Consultants

Your eminent panel of speakers

Rajesh Bhojani Senior Vice President – Projects
Birla Sun Life Insurance

Tashwinder Singh Managing Director – Commercial Relationships
Citigroup

Atinkumar Saha Director – Private Wealth Management
Deutsche Bank

Kaushik Mitter Senior Director – HR
Dr. Reddy's Laboratories

Arun Patil Senior Vice President – Training & Management Development
Kotak Mahindra Old Mutual Life Insurance

S Rajendran Chief Marketing Officer
Acer

Sanjay Panigrahi Chief – Sales & Marketing Services
Pidilite Industries

M.M. Sunil Country Head – Sales & Marketing
First Flight Couriers

J. Paul Singh Vice President - Offshore Business
Siemens Pte Ltd, Singapore

P Suresh Babu General Manager - Institutional Sales
TVS Motor Co Ltd.

Special Workshop on:

Advance negotiation skills for managers

Your Coordinator:

Carlton de Couto Master Trainer & Consultant
DOOR Training & Consulting

Carlton de Couto – B.Commerce (Hons), is the Master Trainer and Consultant of Door Training and Consulting, which is a subsidiary of Door International. He has conducted training programmes for Tata Motors Ltd, Microsoft, ABN AMRO Bank, Shyam Telecom, Wills Life Style – to name a few. He was awarded as "The most enthusiastic trainer for the year 2005" by the company. Prior to joining Door Training and Consulting, Carlton has designed, developed and delivered his own training programmes for 11 years.

Endorser



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Supporting Publication

0830	Registration & coffee	1450	Session Six Transforming individuals to a highly tuned unit to achieve common objectives
0900	Opening & welcome remarks by the Chairman Sanjiv Swarup President Synergy Consultants		<ul style="list-style-type: none"> • Laying foundations for healthy competitive spirit that encourages everyone to be involved • Developing individual and team activities to foster a strong sales culture • Breaking down personal barriers for better understanding among team members • Highlighting interpersonal skills for greater sense of achievement • Overcoming the challenges in building and maintaining a team
0910	Session One The evolving role of sales managers in adding value to organisations		S Rajendran Chief Marketing Officer Acer
	<ul style="list-style-type: none"> • Getting the people, process and technology mix right • Handling independent, tech-savvy new millennial and help them sell effectively • Taming the volatile sales cycle by prioritising sales activities to ensure sales force productivity is always up to mark • Utilising the review and feedback from the sales force in delivering the promised brand experience and differentiation from competitors 	1540	Afternoon refreshments and networking break
	Rajesh Bhojani Senior Vice President – Projects Birla Sun Life Insurance	1600	Session Seven Leveraging the conflict between marketing and sales effort for positive functional progress
1000	Session Two Re-defining excellence in Key Account Management and making it to work for you		<ul style="list-style-type: none"> • Understanding the value of coordinating sales and marketing team • Exploiting the marketing-sales tension for enhanced performance • Identifying and overcoming the impediments for effective sales-marketing integration • Integrating sales and marketing campaigns for a holistic view of the customer
	<ul style="list-style-type: none"> • Successfully integrating a key account model into your sales structure to enhance result • Uncovering the most effective ways to coordinate your key accounts • Exploring the best practices of territory alignment and sales force • Designing sales reporting that attunes with organisation's strategies 		Sanjay Panigrahi Chief - Sales & Marketing Services Pidilite Industries
	Tashwinder Singh Managing Director – Commercial Relationships Citigroup	1650	Session Eight Technical migration of your sales force management system
1050	Morning refreshments & networking break		<ul style="list-style-type: none"> • Sales 2.0 – Manipulating Web 2.0 technologies to increase sales velocity and volume • E-reporting for sales operational excellence • Gaining insights on advanced sales force automation • Ensuring access to backup facilities for business continuity
1110	Session Three Leveraging CRM to optimise sales and marketing performance		M.M. Sunil Country Head – Sales & Marketing First Flight Couriers
	<ul style="list-style-type: none"> • CRM: It is about how customers look at you • Delving into the challenges of CRM implementation • Examining some areas in which CRM has failed • Letting customers manage the relationship • Effectively integrating Web 2.0 technologies with CRM to secure tomorrow's customer base • Mobilising CRM to get quicker ROI 	1730	Closing remarks from the Chair and end of Day One
	Atinkumar Saha Director – Private Wealth Management Deutsche Bank		
1200	Session Four Securing customised compensation and incentive plans in today's sales conditions		
	<ul style="list-style-type: none"> • When do you know it is time to revise your compensation plans? • Exploring the best compensation strategies during mergers and acquisition • Assessing the challenges in creating a reward methodology in fast changing markets • Aligning Total Rewards to drive business success 		
	Kaushik Mitter Senior Director – HR Dr. Reddy's Laboratories		
1250	Networking Luncheon		
1400	Session Five Adopting competent sales force development game plan to systematically grow sales		
	<ul style="list-style-type: none"> • Improving the people, systems and strategies that impact sales performance • Fortifying strategies, sales management, systems and processes • Mapping out effective sales process • Utilising situational analysis for planning sales management activities • Equipping sales force with the skills and tools to help them to achieve the agreed goals • Holding every salesperson accountable to something measurable every day of the week 		
	Arun Patil Senior Vice President – Training & Management Development Kotak Mahindra Old Mutual Life Insurance		

About the Media Partners

An established monthly magazine, **DMI** hosts an hourly news feed service (dmi-news.com) and broadcasts an e-newsletter direct to the desktop - providing a complete package of world business news and expert opinion for those involved with modern-day marketing techniques and best practices. The only publication with global reach among international direct and interactive marketing professionals, it is thus unique.

www.domain-b.com, launched in 1999, is India's biggest online business magazine. The website carries news reports, features and columns covering over 75 industries and broader business and economic issues, such as management, mergers & acquisitions, marketing, branding, and technology - plus a whole lot of other content, including backgrounders, quizzes, videos and photo galleries. The magazine attracts a premium, discerning readership consisting of business executives, professionals, investors, entrepreneurs, government officials, defence personnel (because of our strong coverage of aerospace and defence news) and B-school students. Special sections like Auto Zone, Aviation & Aerospace, Brand Dossier, Gizmo, Good Life and Infotech offer a wide range of information for business readers. It offers a large volume of information and high content quality, pleasant design and easy navigation

marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Friday 1st August 2008

0830 Morning coffee

0900 **Opening & welcome remarks by the Chairman**
Sanjiv Swarup President
Synergy Consultants

0910 Roundtable Think tanks

Table One
Discovering how leaders inspire, influence and achieve results

Winston Churchill once said, "Before you can inspire with emotion, you must be swamped with it yourself. To convince them, you must yourself believe". This interactive round table discussion explores the traits and strategies for effective leadership.

- Comprehending the power and influences of leadership versus management
- Seeking a balance between leadership and management for greater success
- Exploring the new horizon in management: Traditional vs. modern management
- Influencing subordinates through emotional intelligence
- Utilising coaching, counselling and mentoring for improved performance

J. Paul Singh Vice President - Offshore Business
Siemens Pte Ltd, Singapore

Table Two
Continuously stimulating motivation for superior performance

It is a sales manager's toughest, but most important job. With increasing price competition, tight margins, and more demanding customers, salespeople are becoming more easily burned out. Motivating salespeople for the long run takes time, effort and a personalised approach that involves finding out what makes each member tick.

- Exploring the art and science of motivating sales people
- Convincing the sales force on how they can achieve their goals by simultaneously accomplishing the company's goals
- Instilling self motivation- Creating an environment in which sales people will change their thinking about getting the sales job done from 'have to' to 'want to'
- Grasping the importance of employee involvement as source of motivation
- Acknowledging the power of recognition in obtaining the desired behaviour and performance
- Determining which motivation works and which does not

P Suresh Babu General Manager - Institutional Sales
TVS Motor Co Ltd.

(Morning refreshment will take place from 10:45-11:15)

1245 Networking Luncheon

1400 **Half-day Workshop**
Advance negotiation skills for managers

Sales are tough today. Buyers are demanding, margins are razor thin, and it's not selling anymore as it used to be. Some say it is the negotiation on price. However, negotiation is not a substitute for selling. Eighty percent of the concessions obtained during negotiation resulted from things done before the negotiation started--from the selling skills representatives used to position themselves and build needs for what they offered. Creative negotiation is crucial to clinching the final package of terms and for settling implementation issues.

- Distinguishing between selling and negotiating
- Planning: The key to successful negotiation
- Ensuring credibility during negotiation to gain respect from the other party
- Applying the structured persuasion model to improve the ability to convince others
- Overcoming challenges in negotiating with difficult people

Carlton de Couto Master Trainer & Consultant
DOOR Training & Consulting

(Afternoon refreshment will take place from 1530 – 1600)

Why you cannot miss this event

Managing sales force effectively to perform better is the responsibility and also the challenge faced by sales managers. Continuously motivating sales team, designing a win-win compensation and incentive plan, co-ordinating marketing and sales effort and salespeople behaviour management are cited as the challenges faced in sales force management. Sales manager's roles are expanding from just supervising the sales team to leading and seeking out opportunity to increase performance beyond the sales target.

Motivating salespeople is always remains a mystery. Even the man who invented management consulting, the late Peter Drucker, struggled with it. "We know nothing about motivation", he wrote, "all we can do is write books about it". Few realise that they can't motivate anybody; the only effective motivation is self-motivation. The primary job of a sales manager is to create an environment where the sales team will motivate themselves. How this can be done – is the next challenge.

It is well known that organisations should have compensation plans that drive superior performance. There are thousands of organisations that are using compensation plans that served them well in the past. However in the last few years, a number of changes in the economic environment have combined to render some of those compensation plans ineffective. With tougher competition, levelling off of markets and a more conservative customer leads to a question, is it time to revise the sales force compensation plan?

Most sales managers would have experienced a great standoff between the sales people and marketing team. In international surveys of senior executives from a wide range of business-to-business industries, sales and marketing integration was mentioned as one of the organisational changes that would do the most to improve sales performance and as one of the most important issues facing sales and marketing managers (Miller and Gist 2003; Rouzies 2004).

3rd Annual Sales Force Management aims to address the current scenario, the future direction; the best practices in managing sales force and the latest trends and technological solutions available in the market for effective sales force management. This event will provide you with strategic information that is capable to shift the traditional of way of managing your sales force.

Who should attend

Presidents, Vice Presidents, Directors, Heads, Chiefs, Senior Managers and Managers of:-

- Sales
- Marketing
- Business
- Customer care

From the followings sectors:

- Banks
- Insurance
- Pharmaceutical
- Retail
- Manufacturing
- Real Estate
- Asset Management Companies
- Fast Moving Consumer Goods
- Automotive
- Electrics and electronics
- Telecommunication

About the Endorser

"Customers are demanding better service, more consistently and more often; seeking to tackle organisations for answers to their questions over the telephone, the internet, by email or by letter to someone in the organisation (the contact centre) who really care about the customer.

Customers are exercising their buying choices and walking away from organisations that don't care about them; it is no longer true that a great product will ensure a sale, you must combine a great product with great servicing to create a memorable customer experience. It is time to engage your customers now and ask the questions that matter about products and services, relationships, experience, support, value and price.

The **CCMA** has recognised the global trend of contact centres moving away from a one dimensional cost focus perspective to an approach that addresses quality / process improvements that deliver an enhanced customer experience."

We are proud to endorse Marcus Evans as the Contact Centre Industry Preferred Conference Provider.