

Management Development Program

on

Developing Sales Force Effectiveness

June 18-22, 2018



LIHMR UNIVERSITY

School of Pharmaceutical Management

BACKGROUND

Selling function of the business organization is the most important function as it generates the revenue for the business organization. The sales force can be one of the most effective channels to engage organization customers.

As per the recent industry grapevine statistics, there are ~2.5 lacs medical sales representatives working across India. The overall sales productivity state of Medical sales Representative varies from company to company, as this “overall state” depends on lot many “factors” which are finally responsible for the effectiveness of the sales productivity.

Field personnel working alone and unsupervised in the field, escalating cost of selling and promotion followed by lack on new /different products has lead to a problem of decreased availability of “resources” for a field pharmaceutical professional, hence in current business scenario selling productivity is critically affected and needs realignment in the selling process.

This Management Development Program is designed keeping in view the above pressing needs and focuses on each and every selling functions and through this program the field sales and marketing managers manager's will get new dimensions and horizons to enhance the sales productivity, market share and profits for their respective organization. As personal selling constitutes an important driver of performance for many organisations, therefore sales force effectiveness and productivity has significant theoretical and practical value.

OBJECTIVES

SFE practice understands that sales people are expensive resource that often operate remotely from headquarters, interact directly with customers and have significant impact on business results. The proposed program focuses on following Learning Objectives:

- How do we ensure sustainable sales force success in a VUCA world?
- Listening to the Voice of sales - sales force assessment and priorities
- Emerging role of Sales Force in the digital world
- Indian mega sales force success story, does Size still really matter?
- Aligning sales systems with objective to drive results
- Setting sales force goals -realistic, fair, motivational for sustained performance
- Building highly motivated sales force
- Understanding Coaching and building coaching culture
- How to develop effective Sales Managers

The five day learning program will focus on:

- Targeting specific markets and customers is one of the primary growth, retention and profit levers for sales. This MDP helps clients in strategically targeting customers:
 - Sales Potential Estimation
 - Customer Segmentation
- Sales Organization Deployment is a critical factor in improving revenue and decreasing cost of sales hence, intelligent sales territory plan with right skills in the right place will help to achieve strategic objectives thru
 - Sales Force Sizing.
 - Coverage Modelling
- Talent Selection and Management are common hurdles that prevent a sales force from being successful. Attracting and retaining top talent provides an important advantage over competitors. This MDP focuses on
 - Selection Criteria
 - Engagement

- Sales Force Rewards are the primary means of motivating salespeople. Incentive plans influence the activities and behaviours of salespeople and push them to higher levels of performance. This program helps participants develop plans that direct sales behaviour to drive strategy and revenue goals by sharply focussing on
 - Goals & Quotas
 - Sales Compensation

CONTENT

- Sales Force Structure
- Performance Management
- Incentive Compensation
- Segmentation and Targeting of customers
- Training Learning and development
- Key Account Management
- Analytics
- Data Analytics and Visualization

TARGET PARTICIPANTS (Who should Attend)

All Pharmaceutical/Healthcare Field Managers working as

- Sales/Marketing Heads
- Regional/Zonal Business Managers
- Sales force Effectiveness Managers
- Marketing Managers
- Product/Marketing Executives/Managers
- Group Product Managers
- Academicians
- Research scholars
- Business Analyst

TRAINING APPROACH

Using case studies, field work, classroom practice sessions, and interactions. In-class discussions and hand on practice sessions will provide the opportunity for participants to apply newly learned tools and techniques which would help in gaining confidence and to apply in your own business units or organizations.

RESOURCE PERSONS

- **Dr. Sandeep Narula** (Program Coordinator, Associate Professor, IIHMR, Jaipur)
- **Mr. Deep Bhandari** (Executive Coach and Consultant, Mumbai)

DURATION AND VENUE

The MDP is of 5 days duration. The programme will start on Wednesday, 18th June 2018 and will conclude on Sunday, 22nd June 2018. The programme is scheduled to be held at IIHMR University.

CERTIFICATION

A certificate of participation on completion of the programme will be issued by The IIHMR University, Institute of Health Management Research, Jaipur.

PROGRAMME FEE

Indian Participants: Rs. 37, 500 per participant plus tax as applicable

Foreign Participants: USD 700 per participant plus tax as applicable

The fee covers tuition fee, training material, stay in air-conditioning room (twin-sharingbasis), breakfast, lunch, dinner, tea / coffee during the programme and pick-up and drop from Jaipur airport /railway station /bus-stand.

Early Bird Discount: Nominations received with payments on or before 4 weeks (May 18, 2018) will be entitled to an early bird discount of 10%.

Group Discount: Any organization sponsoring four or more participants to the programme will be entitled to a discount of 20% on total fee payable provided that at least four participants actually attend the programme.

Maximum Discount: Organization can avail themselves of both the discounts subject to a maximum discount of 20%.

NOMINATIONS

Nomination forms duly filled-in along with the Demand Draft made out in favour of "IIHMR University, Jaipur" payable at Jaipur should reach the following address before 2nd June, 2018.

Programme Officer-Training

The IIHMR University, Jaipur
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ABOUT THE UNIVERSITY

The IIHMR University, Jaipur is an institution dedicated to improvement in standards of health through better management of healthcare and related programs .It seeks to accomplish this through management education ,training, research, consultation and institutional networking in a national and global perspective .The IIHMR has been designated as *WHO collaborating Center for District Health Systems based on Primary Health Care* .The Ministry of Health and Family Welfare, Government of India has identified the IIHMR as an *Institute of Excellence* for training and capacity building. For more information please visit our website www.iihmr.edu.in

