

# WORKSHOP ON SALES ACCELERATION

20<sup>TH</sup> TO 22<sup>ND</sup> FEB. 2018.



  
SYMBIOSIS INTERNATIONAL UNIVERSITY



## ABOUT SCMHRD

Born out of the vision of its founder Dr. S. B. Mujumdar in 1993, Symbiosis Centre for Management and Human Resource Development (SCMHRD) has been actively involved in delivering quality education to promote international understanding. With an eclectic mix of students at hand, SCMHRD has been nurturing them towards transforming raw talents into employable management professionals. With a rigorous curriculum coupled with experiential learning, the nurturing process has been able to prove its worth of salt in the last 24 years.

Right from its inception, SCMHRD has had adopted an industry focused outlook. The prime reason for this was to achieve industry academia congruence in terms of the curriculum and its delivery mechanism. This served as a hygiene factor ensuring a healthy acceptance record of SCMHRD students in highly sought after companies post their MBA. The relationship thus forged, has prompted SCMHRD to also embark upon Management Development Programmes (MDP) for different Organisations as well as part-time MBA and PG programmes for working professionals, wherein, organisations choose to leverage upon the expertise of SCMHRD to cater to their learning and development needs. This is done partly by sponsoring their employees for the executive MBA and PG diploma programmes at SCMHRD; and partly by either sending their employees to the open MDPs or getting customised MDPs designed and delivered by SCMHRD. Either way, it's a win-win situation for both.

Over the years, SCMHRD has been able to weave various success stories through its expertise in learning and development, applied research and academic acumen. Not resting on its laurels, SCMHRD constantly seeks opportunities to leverage upon its strengths to assist organisations in designing and delivering interventions in the shape of learning and development programmes. This in turn, augments the overall canvas of organisational efficiency, sustainability and success in the long run. In return, it only strengthens the academic acumen of SCMHRD.

## PROGRAMME OVERVIEW

### Sales Acceleration

Sales acceleration expedites the sales process by increasing its velocity. Firms spend huge amount on sales acceleration technology and reps to achieve effectiveness and efficiency in sales. The challenges are to develop clear framework, grooming efficient sales reps in terms of content management and personal selling, allocate appropriate resources and adopt relevant strategy.

### Objectives of the workshop

- To develop the insight of sales acceleration (including technology) that can help the participants to efficiently do successful deals.
- To sharpen the personal selling skill.
- To instigate the thought process for appropriate resource allocation and relevant strategies.

### Who should attend?

Sales and Marketing Executives / Managers

### Highlights

- The gamut is wide enough to cover both B2B & B2C business.
- Activity and class-room assignment based training sessions that ensure high efficacy and make the learning experience less taxing.

## TOPICS COVERED IN THE WORKSHOP

- Why Sales Acceleration?
- Sales Acceleration Need Analysis
- Sales Functionality
- Predictive Analytics
- Sales Acceleration Technology
- Consumer Neuroscience & Personal Selling
- Resource Allocation
- How to Prioritize (and invest) in Productivity Initiatives
- Challenges in Sales Productivity
- Recommendations on How to Improve Sales Productivity
- Fundamentals of Content Marketing
- Market-Driven Strategy

## PARTICIPANT FEE

- Rs. 21,000 + taxes as applicable
- Group Discount: 5% (on the total fees) for 2 or more participants from the same organisation.
- We don't provide any accommodation. However, the details of various hotels and serviced apartments in the vicinity of SCMHRD will be shared with the participants upon request.

## MODE OF PAYMENT:

- Net Banking Name: **Symbiosis Centre for Management and Human Resource Development**  
Bank: Bank of India Branch: Karve Road, Pune  
Account No: 050310210000032  
IFSC Code: BKID0000503
- DD Drawn in favour of- **Director, Symbiosis Centre for Management and HRD; payable at Pune.**

## RESOURCE PERSON'S PROFILE



### **Dr. Shantanu Prasad, (PhD) Marketing**

Head: MBA (Executive) / PG Diploma; Teaching & Industry experience 15 years.

He has been training working professionals from different industries in the area of sales and marketing, content marketing, personal selling, consumer neuroscience and strategic marketing. He is the head of part-time MBA (Executive) & PG Diploma programs. He has published research papers in the area of content marketing and consumer neuroscience in International journals.



### **Mr. Sandeep Israni**

He is a serial tech entrepreneur. With over 12 years of experience in Technology and Marketing, He is currently the CEO of Bright Brain Marketing Technologies one of India's leading digital marketing companies. Sandeep has been awarded by Narayan Murthy and Economic Times for his ideas in digital marketing. His expertise is in Digital Marketing, Sales & marketing automation and User Experience design. He has also trained companies like Accenture, IBM, and ITC in digital marketing.

He also trains at various MBA colleges including SCMHRD, SP Jain, XIMB and many others. He has completed business entrepreneurship from IIM Ahmedabad & executive management program from SP Jain, Mumbai.

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