

## FACILITATORS

### RESOURCE PERSONS

The faculty for the training programme will comprise of NPC experts and other renowned trainers from the respective field. **Mr.Jay** will be the key resource person of the programme.

**Jay** is a Management and Strategy Consultant and Corporate Trainer, who has more than 25 years of hands-on sales, marketing and technology management expertise.

**NOMINATIONS MAY BE SENT along with participant contact details (Mobile No.,E-mail) to:**

#### Head AIP

National Productivity Council

6, Aavin Dairy Road, Ambattur Industrial Estate (North),  
Ambattur, Chennai – 600 050

Phone: 044 – 26245629, 26254904, Fax: 044 - 26245629

E-mails: npcaipchn@gmail.com; srividya.m@npcindia.gov.in,  
b.girish@npcindia.gov.in

#### Programme Coordinator

Smt. Srividya Mohan, Asst. Director, Mob. No. - 9962287373

## PAYMENT MODES

#### Through DD

Drawn in favour of “National Productivity Council”, New Delhi.

NPC's PAN No. : AAATN0402F

#### Through Electronic Fund Transfer

INDIAN OVERSEAS BANK

70, Golf Link, New Delhi – 110 003

SB A/c No. : 026501000009207

MICR Code : 110020007

IFSC Code : IOBA0000265

GSTIN NO. : 33AAATN0402F1ZD

*Workshop on*

**Sales force Productivity (3 Days)**  
(Tools and techniques to improve the efficiency and output of  
your sales team)

at

**Chennai**

**23<sup>rd</sup> January - 25<sup>th</sup> January, 2019**



**National Productivity Council**

(Under Ministry of Commerce & Industry, Govt. of India)

6, Aavin Dairy Road, Ambattur Industrial Estate (North),

Ambattur, Chennai - 600 050

Visit us: [www.npcindia.gov.in](http://www.npcindia.gov.in)

## OBJECTIVE

The key deliverable of the program is to exponentially improve the productivity and efficiency of the sales team with a completely fresh outlook and content. The program will equip the participants with well researched and practiced HIGH IMPACT models, impact tools and methodologies which will transform the way the sales team looks at markets and customers and increase their success rate from prospecting to closing.

This program will help to develop additional competencies and skill sets which are essential to compete, succeed and grow in today's flat world.

## COVERAGE

This Program will discuss and practices the following concepts, models, process and methods

- Introduction and Significance of Sales and marketing in today's flat world
- Vision, Mission and Strategy
- Markets - Markets sizing
- Segmentation
- Branding and Positioning
- You as a Brand
- Sales Strategies & Blue Ocean
- Prospecting and qualifying
- Key Account planning
- Call Planning and execution
- SkyValue 'The productive sales call'
- Closing
- Creating Brand Advocates
- Transformation economy

## PEDAGOGY

The training programme will be interactive and will consist of case studies, lectures, discussion, tools and models, extensive practice sessions and group work.

## PARTICIPANT PROFILE

Sales and marketing persons (B2B) at all levels in a professionally run organization such as Sales & Marketing Managers / VP / GM Sales / Territory Area or Regional Managers / Sales and Marketing Executives / Sales Engineers/ Line Managers

## PARTICIPATION FEE

### Residential:

The course fees is **Rs. 26,000/- plus GST (@ 18%) ie. 30,680/ - (Rupees Thirty thousand six hundred and eighty only) per participant.** The fee covers participation charges, accommodation at NPC, AIP hostel, course material and all meal expenses. Charges for spouse, children, etc. shall be borne by participants at actual and shall be directly paid to the hostel. Any other extra charges, apart from those covered by the participant fee shall be borne by the participants. Hostel accommodation is provided on a first come first served basis.

### Non Residential:

The course fee is **Rs.20,000/- plus GST (@18%) i.e. Rs.23,600/- (Rupees Twenty three thousand and six hundred only) per participant.** The fee covers participation charges, course material, working lunch & working tea/ coffee.

**Central, State and Union Territory administration organizations are exempt from GST.**

## DATES & VENUE

**Venue: Dr.Ambedkar Institute of Productivity, No. 6, Aavin Dairy Road, Ambattur Industrial Estate (North), Ambattur, Chennai - 600050**

**Date: 23 January – 25 January, 2019.**

**Check in - 22.01.19 (Noon), Check out - 25.01.19 (Noon)**

**Registration of participants at programme venue: 9.30 am, 23.01.2019.**

## LAST DATE FOR REGISTRATION

**16<sup>th</sup> January, 2019 on first come first served basis.**

- 10 % discount on participation fee for three or more nominations from the same organization
- Similar discounts are also applicable for non-residential participants