



MANAGEMENT OF FIELD SALES

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Department of Management
IIT Kanpur

INTENDED AUDIENCE : MBA students, senior B. Tech students, professional sales and marketing executives of consumer and industrial products.

PRE-REQUISITES : Familiarity with the Marketing Management I course will be useful

INDUSTRIES APPLICABLE TO : Consumer Durables, FMCG, Automotive, Chemical, Pharmaceutical, Engineering and Service Industries

COURSE OUTLINE :

This is a post graduate level course on Sales Management. The objective of the course is to familiarize the participants with methods for identifying opportunities and how to convert the opportunities into relationship based sales. Participants will be provided with practical illustrations of theoretical concepts. After attending the course participants will be familiar with various techniques, processes and models for developing personal selling competency as well as the strategies for managing the field sales teams.

ABOUT INSTRUCTOR :

Prof. Jayanta Chatterjee is an Adjunct Senior Professor of Marketing, Sales and Strategy in the Department of Industrial and Management Engineering at IIT Kanpur. An Electrical Engineering graduate from Jadavpur University, M.Tech and PhD from IIT Delhi. Prof. Chatterjee has eighteen years of Management teaching experience in India and abroad and 30 years of hands on management experience in different countries. He has risen through Sales, Marketing, Project Management, Technology and Business development functions in top multinationals like Siemens, Allen Bradley, and Rockwell International to CEO and Executive Director positions. He has founded two successful start-ups and mentored many. His earlier courses on Marketing Management I and II, Strategic marketing and Managing Services on NPTEL are well subscribed. The book on Services marketing co-authored by Prof Chatterjee and published by Pearson India is also well known.

COURSE PLAN :

Week 1 : Evolution of Field Sales, Relationship driven Selling-Fundamentals, Value based Selling strategies, Communication for Sales, Theoretical Foundation Product Life Cycle (PLC) and chasm

Week 2 : Products and Solutions, Approaches for Solution Selling, Buying Process Fundamentals-I, Buying Process Fundamentals- II, Opportunity classifications

Week 3 : Account based sales management, Adaptive Selling strategy, Consultative Interactions for the sales person, Pitching and Presentation, Sales Negotiation

Week 4 : Adaptive Sales Closing, Service management post-sales, Managing Sales Teams, Sales Automation, Personal Development for the Sales manager