

LEARNING SALES ACADEMY PROGRAMS

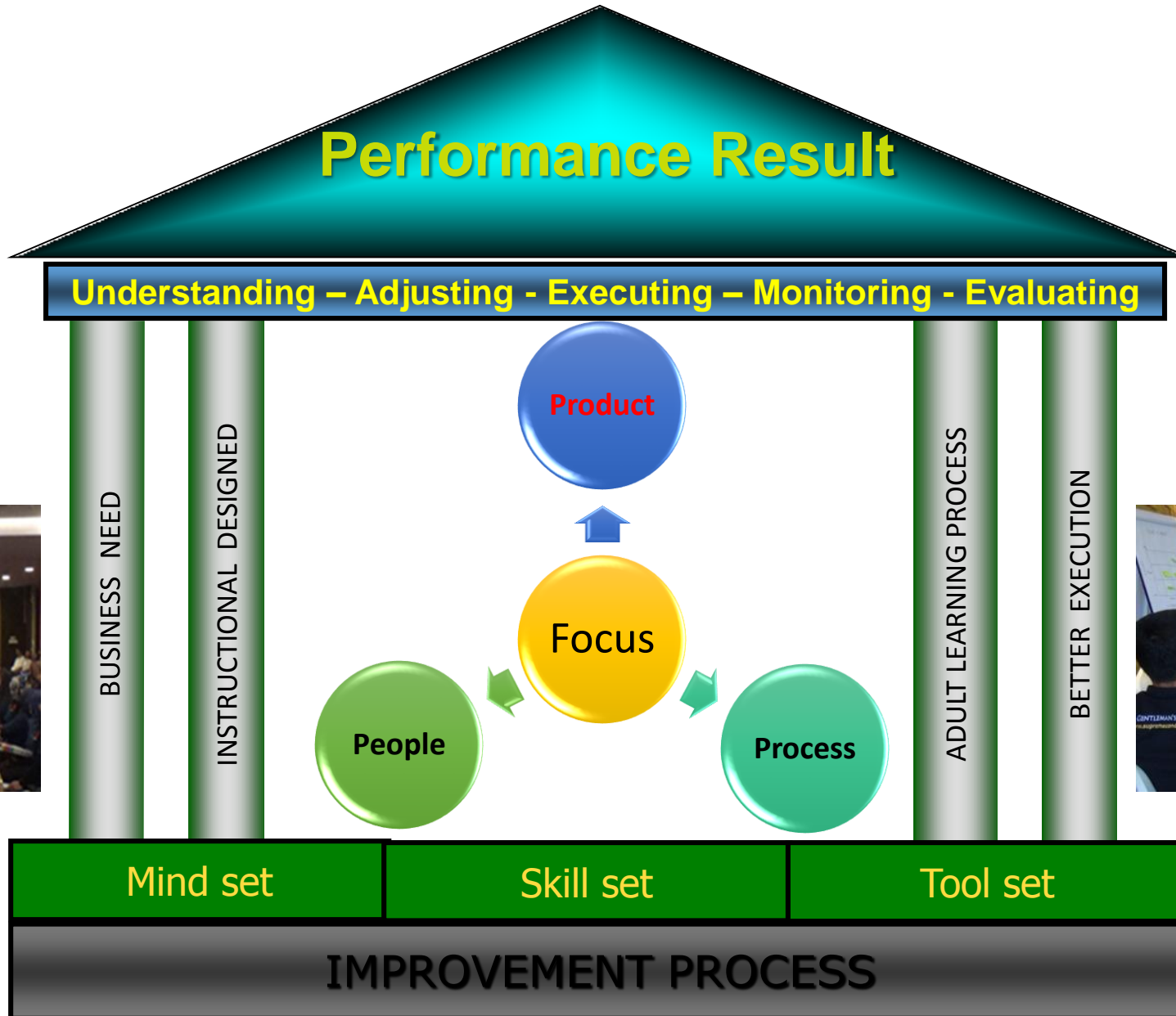


4 levels MODULES CONTINUOUS DEVELOPMENT field sales personnel

	SALES MAN (DISTR)	SALES SPV (MNFTR)	SALES MANAGERS (MNFTR)
LEVEL 1 FOUNDATION MODULES		√	√
LEVEL II PROFESSIONAL SELLING MODULES	√	√	√
LEVEL III SALES MANAGEMENT MODULES		√	√
LEVEL IV SPECIAL TOPICS MODULES			√



FOUNDATION STEPS





SALES FORCE AUTOMATION

- Product management
- Order management
- Inventory management
- Delivery Management
- Integrated POS for ecommerce Financial management
- Automated Sales financial management.
- Sales /Purchase Dashboard
- Business Intelligence Dashboard



TECHNICAL COMPETENCIES

BASIC

1. Essential Selling Skills
2. Negotiation
3. Territory Management
4. Coaching
5. Distribution Management
6. Problem Solving & Decision Making
7. Sales Forecast
8. Data for Action

ADVANCE

1. Consultative Selling Skills
2. Professional Negotiation skills
3. Key Account Management
4. Lead as Coach
5. Distributor Management
6. Project Management
7. Business Acumen
8. Area Planning Management
9. Sales Management



LEADERSHIP COMPETENCIES



Personal Effectiveness	Leadership for First time Manager	Leadership for Mid Manager	Leadership for Senior Manager
<ul style="list-style-type: none"> • POSITIVE ATTITUDE • LOCUS OF CONTROL • SELF-MOTIVATION • RESPONSIBILITY • COMMITMENT • TIME MANAGEMENT 	<ul style="list-style-type: none"> • EXPLORING LEADERSHIP • LEADER'S TRAITS AND SKILLS • COMMUNICATION SKILLS • MOTIVATION 	<ul style="list-style-type: none"> • LEADERSHIP STYLES • COMMUNICATION SKILLS • DELEGATION • PROBLEM SOLVING • EMPOWERMENT • CONFLICT MANAGEMENT • MANAGING YOUR BOSS 	<ul style="list-style-type: none"> • LEADING CHANGE • POWER & INFLUENCE • POLITICAL & LEADERSHIP • STRESS & LEADERSHIP • STRATEGIC LEADERSHIP STYLES • TRANSFORMATIONAL LEADERSHIP



SALES ACADEMY



Need Analysis	Program Design	Training Execution	Evaluation & Certification
<ul style="list-style-type: none"> • SKILLS GAP COMPETENCIES ASSESSMENT 	<ul style="list-style-type: none"> • KEY COMPETENCIES GAP • FRAMEWORK • MODULES DEVELOPMENT 	<ul style="list-style-type: none"> • TRAINING DELIVERY • PRE & POST TEST 	<ul style="list-style-type: none"> • COMPETENCIES ASSESSMENT GAIN VS BASELINE • CERTIFICATION LEVEL

