

2. VALUE BASED SELLING

(DURATION: 2 DAYS)

PROGRAMME DIRECTORS: **PROF. RAKESH KUMAR SINGH**

LEARNING OBJECTIVES

- Explore new ways of understanding customer value and appreciate the idea of creating differentiated market offerings (by adding service elements)
- Build on the concepts of 'Value-based Selling' and help the participants to move beyond the transactional aspects of selling and transform themselves into 'Value Merchants'
- Leveraging channel partners' capabilities by aligning mutual self-interests (of the channel and the company) and complimentary resources available to both; (the channel member and the salesperson)
- Understand the strategic importance of customer relationships

DELIVERABLES

- Learn a new approach towards selling which is more sustainable and responsible
- Understand the nuances of recrafting the 'gives and gets' of channel partners
- Effectively manage a portfolio of customers with emphasis on 'cost to serve'
- Build meaningful customer relationships within the context of business networks

PEDAGOGY

Readings, Cases, Lectures and simulations will be used to help participants learn the concepts through applying these in a classroom setting. Peer learning will be a key driver in each of the sessions.

TARGET GROUP

Frontline Sales Managers and Sales Executives who are employed in sales function of a B2B company and from other functions such as operations and finance. The programme is meant for entry and middle level manager working in areas like HR, finance, production operations and information technology/systems.

ADMINISTRATIVE DETAILS

Dates: 28 – 29 September, 2019 (Saturday & Sunday)

Venue: Institute of Management Technology, Raj Nagar, Ghaziabad–201 001.

Fee:

Non-residential: Rs. 18,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and lunch.

Residential: Rs. 21,000/- per participant (plus 18% GST as applicable) covering professional fee, programme kit and boarding/lodging.