

THE ECONOMIC TIMES **Sales**  
**STRATEGY**  
**MASTERCLASS**  
UNLOCKING MINDS

**18 19 JUNE 2015**

THE ZURI WHITE SANDS, GOA



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Every business is driven by a goal and their primary goal is driven by revenue. No matter how good one's manufacturing operation is, how cutting-edge their technology, or how progressive and forward-thinking their management techniques, it is an effective sales mechanism that is directly related to revenue generation. Therefore, having a sales mechanism in place becomes the most important factor for the progress of any organization.

To be a winning sales organization today, it needs to be driven and enhanced by data, aligned with marketing, and able to react to sales rep and customer needs in real-time. Whether it is B2C or B2B form of selling, it takes a professional sales team that is empowered to act when serving key client interests with marketing support, money and time that is most crucial for success of any product or services.

Unlike the developed nations which have developed their sales management strategies to cater the new breed of customers for a while now, India is comparatively young in its approach to such strategies. Therefore, the important question organizations need to ask is-are we ready to meet the demands of this huge customer base? Is our sales management in place to tackle the ever-evolving nature of those we intend to target?

### **The Economic Times Sales Strategy MasterClass**

**2015** aims to answer these questions and focus on real-world solutions to each of the critical challenges. Our agenda is to deliver outcome-oriented analysis and advice, driven by discussions and detailed case studies from industry leaders.

### **REASONS TO ATTEND**

- To develop the right sales strategies that will support revenue generation
- For understanding the new role of the sales force to be better equipped to hire, train, and develop salespeople aligned to the channel preferences of buyers
- To convey one's enterprise's vision in context to buyers and help them connect the dots between their needs and capabilities
- To gain fresh insights and actionable advice for one's critical business initiatives
- To get inspired by industry speakers' success stories and network with peers



# PROGRAMME SCHEDULE

## DAY-1

9:00-9:30	Registrations
9:30-9:40	Opening Keynote: <b>Deepak Lamba</b> , President, TCL-BCCL
9:40-10:00	<b>Special Address: Tactics &amp; Strategies in Sales</b> - By <b>Guy Fraser</b> - International Sales Strategist and Coach
10:00-10:30	<b>Case Study 1: Sales Planning and Forecasting : B2C Scenario</b> - <b>George Angelo</b> , Executive Director-Sales, Dabur India
10:30-10:35	Q&A
10:35-11:05	<b>Case Study 2: Sales Planning and Forecasting : B2B Scenario</b> <b>Sachin Warang</b> , Head of marketing, B2B Sales, Tata Steel
11:05-11:10	Q&A
11:10-11:25	Tea
11:25-11:45	<b>Case Study 3 : Leadership in Sales: Mentoring mantras for a building a motivated team</b> <b>Marzin R Shroff</b> , CEO, Direct Sales & Sr. Vice President, Marketing, Eureka Forbes
11:45-12:45	<b>Panel Discussion: Distribution Network Building - A key tool for building sales</b> <b>Samudra Bhattacharya</b> , Sales Director, PepsiCo India <b>Rajesh Dahiya</b> , Head Mktg & Sales at Apollo Tyres <b>M. Ravichandran</b> , President, Insurance, Tata AIG General Insurance Company <b>Mohandeep Singh</b> , Vice President - Sales, Samsung mobiles <b>R. Ramakrishnan</b> , Senior Vice President, Commercial Vehicles Business Unit, Tata Motors <b>Vivek Subramanian</b> , CEO, Fevicol Division at Pidilite Industries <b>Praveen Dalal</b> , EVP Sales, Godrej Consumer Products
12:45-1:00	Q&A
1:00-2:00	Networking Luncheon
2:00-5:30	<b>Master class session with Guy Fraser– Insights on Global Sales Best Practices</b>
2:00-3:00	Understanding the New Buyer and buying process • The Dynamics of Buying Process • The Power of Perspective - Strategies for customer retention
3:00-3:30	<b>The 2015 Miller Heiman Sales Best Practices Study - An Introduction</b> • The Study parameters and previous editions • Uncovering the Key Metrics
3:30-4:00	<b>Workshop – The Sales Performance Check - Up</b>
4:00-4:15	Break
4:15-5:30	<b>2015 Sales Best Practices – Key Metrics &amp; Trends</b> • Sales Technology – Data to Intelligence • Big Data Breakthroughs for Sales • The Decision Dynamic

- Above speakers are invited / confirmed

# PROGRAMME SCHEDULE

## DAY-2

9:00-9:15	Registrations
9:15-9:40	Special Address: <b>Mahesh Murthy</b> , Founder, Pinstorm
9:40-10:10	<b>Case Study 1: Data Analytics in Sales Management</b>
10:10-10:15	Q&A
10:15-10:45	<b>Case Study 2: Developing e-commerce as an alternate sales channel</b> lifestyle
10:45-10:50	Q&A
10:50-11:05	Tea Break
11:05-11:35	<b>Case Study 3: TBT</b>
11:35-11:40	Q&A
11:40-12:40	<b>Panel Discussion: Role of Technology in Sales</b> <b>Sriram Sundresan</b> , CMO, DTH & Media, Airtel Digital TV <b>Rahul Malik</b> , Director, Business Planning, Sales Effectiveness & Quality at American Express <b>Neeraj Bansal</b> , Senior VP & CMO - Mobility Business, Digital & eCommerce at Reliance Jio Infocomm <b>Neeraj Bhalla</b> , Sr. Director Sales, Whirlpool <b>Aditya Sharma</b> , Head - Strategic Initiatives, Bajaj Allianz General Insurance <b>Mohandeep Singh</b> , VP - Sales, Samsung Mobiles <b>Santosh Dujari</b> , Director & Western Region Sales Head of Treasury & Trade Solutions in Citi India
12:40-12:45	Q&A
12:45-01:45	Networking Luncheon
1:45-5:45	<b>Master Class session with Guy Fraser-Forecasting Accuracy – Fighting the Funnel Flab</b>
	<b>Sales Forecasting</b>
1:45-2:15	<ul style="list-style-type: none"> <li>• Challenges</li> <li>• Technology – Data or Fad?</li> </ul>
2:15-2:45	<b>Workshop – Funnel Management Practices</b>
	<b>Fighting the Funnel Flab</b>
2:45-3:45	<ul style="list-style-type: none"> <li>• Diagnosing common funnel ailments</li> <li>• Forecasting practices for Direct Sales</li> </ul>
3:45-4:00	Break
4:00-5:00	<b>The robotic arm - Distribution models and building healthy channels</b>
5:00 onwards	Conclusion

- Above speakers are invited / confirmed



**Guy Fraser**

International Sales  
Strategist and Coach

## ABOUT THE FACILITATOR

Guy Fraser has over thirty five years international management experience encompassing both business and staff development. His particular skills are sales strategy, change management and coaching.

Guy's coaching work and ability to develop sustained business relationships won him a public case study from a major client -Herman Miller with a special focus on delivering improvement and consistency of performance across cultural divides. In Hong Kong, Guy was an active member of the Britcham business angels' vetting committee and a regular speaker for the American, British and German Chambers. He is currently an active member of the Surrey Chamber as well as maintaining his international connections.

Guy has an honours degree in Biochemistry from University College London, a post graduate adult education certificate from London University's Institute of Education. He is a Fellow of the Institute of Sales and Marketing Management, a member of the Chartered Institutes of Management and Marketing, a native English speaker and fluent in French and German. Guy is an accredited Miller Heiman trainer and is also a regular writer on sales and management issues and a speaker on sales topics.

## ADVISORY BOARD



**George Angelo**  
Executive Director-Sales  
Dabur India



**M. Ravichandran**  
President  
Insurance, Tata AIG General  
Insurance Company



**Marzin R Shroff**  
CEO – Direct Sales & Sr. VP– Marketing,  
Eureka Forbes Limited



**Neeraj Bhalla**  
Sr. Director - Sales  
Whirlpool of India

-Above advisory members are invited / confirmed

## WHO SHOULD ATTEND?

- Chief sales officers and sales managers
- Senior Executives of sales and field operations
- Senior Executives of channel sales
- Marketing leaders with sales results responsibilities
- Technology marketing professionals
- Sales enablement professionals and their teams
- Sales Strategy professionals

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