

Management Development Programme
on
Management of Sales Territory for
Effective Agri Input Marketing



22nd - 24th January 2020 at IIPM Campus, Bengaluru



Indian Institute of Plantation Management Bengaluru
(An Autonomous Organization of the Ministry of Commerce & Industry, GOI)

Programme Background

Agriculture has been the backbone of the India' economic system. Agricultural inputs and related services are the basic requirements for agricultural sector to meet the growing requirements of right food supply with the growth of population. Raising the productivity of the crops, vegetables, and livestock depends on the quality farm inputs such as seeds, fertilizers, chemicals, implements, etc. and services such as credits, insurance, consultancy, etc. demands for an efficient delivery system for agricultural inputs and services . To be competitive in this growing agri input sector, the territory managers who are closer to the market play a significant role. The need to have a clear understanding of their territory, farmers, dealers and sales force for identifying the market potential, formulation of suitable strategy for improved results.

For Whom	The programme is primarily designed for the marketing/sales professionals of agri input companies.
Number of Participants	30 per Batch
Programme Type	Non Residential
Programme Design and Coordination	Dr. S. John Mano Raj
Faculty	A team of faculty from IIPM, IIM B and experts from Agri-Input sector

Programme Content

- Changing needs of farmers and their Buying Decision Process
- Distribution Partners and Developing Right Communication
- Channel Efficiency and Evaluation of Channel Performance
- Sales Force Management
- Data Analytics and Market Analysis for Formulation of Strategy

Programme Outcome

- **Define and Explain** the concepts in farmers' needs and factors influencing their behavior, channel power and design and personal selling and sales force management.
- Help sales team to Analyze the geography and prioritizing current customers and prospects and to segment a territory.
- **Enable** participants adopt and **Apply** the knowledge to develop suitable strategy for demand generation, enhance the relations with dealers and strengthen the sales force for improved results.
- **Develop** a periodical sales Territory Management Plan
- **Evaluate** the effectiveness of applied tools for managing the territory for effective agri input marketing.

Pedagogy

Class room teaching, Individual assignments, Group exercises, Role Plays, Games and Case discussions

Accommodation

Institute can facilitate in sharing the contact details of accommodation available closer to campus, on request

Registration Fees

	Rate per Participant
Fee	Rs.12,000 inclusive of GST
Fee Coverage	Reading material, working lunch, Tea/coffee.

Mode of Fee Payment

The fee can be paid via e-transfer NEFT:

Bank Name: United Bank of India

Beneficiary Name: Indian Institute of Plantation Management

Bank Branch: IIPM Campus Branch, Bangalore

A/c No:1586050000611

IFSC Code: UTBI0IPC856 (Fifth character "0" read as Zero)

MICR NO: 560027009

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