



IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु
INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)



Online Training Program on Enhancing Sales force Performance



10 Days Weekend MDP | IIPM Bengaluru
21st December 2025 to 11th January, 2026

Indian Institute of Plantation Management Bangalore
Jnana Bharathi Campus P.O. Malathahalli
Bengaluru - 560 056

ABOUT THE PROGRAM

Markets are dynamic in nature characterized by intense global competition, pressure on margins, changing customer expectations, fragmented communication channels and proliferating distribution channels. Sales management in such competitive markets has become a challenge and a key activity for organizations for developing competitive advantage.

In this dynamic environment, the profile of the sales force has undergone a sea change. The two main recent changes impacting the process are adoption of technology and realignment of distribution function. This has resulted in shifting the focus on selling to the end customer and the retailer as against the distributors or the wholesalers. The art of sales is moving from product sales to problem solution selling. Ensuring a high level of performance of the sales force would require development of new capabilities besides reassessing the capacities of the current workforce. Organizations are also facing challenges in attracting, developing. Motivating and retaining performers, and building teams. In addition, job responsibilities, performance assessment and incentive compensation needs to be relooked.

PROGRAM OBJECTIVES

- Understand customers, markets, and organizational processes from a sales management perspective
- Develop plans for managing the sales force effectively in order to enhance sales productivity and performance
- Sales management framework and examine their applicability

BENEFITS OF THE PROGRAM

- Understand sales management framework and examine their applicability for practical solutions.
- Managers will be urged to examine novel ways of looking at their sales force and execute strategies that match realities of the market place.
- IIPM Alumni Association

PROGRAM DAYS (WITH TIMINGS)

Date	21 st Dec	26 th Dec	27 th Dec	28 th Dec	2 nd Jan	3 rd Jan	4 th Jan	9 th Jan	10 th Jan	11 th Jan
Time	4 – 5:30 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM	6 – 8 PM	6 – 8 PM	4 – 6 PM

CONTENTS

- Assessing and creating customer value
- Performance and reward management
- Building a value-based sales programme

- Managing and enhancing sales productivity
- Recruiting and training the sales force
- CRM and digital approaches for sales force management
- Sales operations in a digital and hybrid channel environment
- Building teams and motivating the sales force

PEDAGOGY

It includes Lectures, demonstrations, participative learning and hands on experiences

WHO SHOULD ATTEND

- Sales managers from Agribusiness, Agri-input, FMCG, Consumer durables, industrial, Financial services, and IT/Knowledge sectors
- Marketing and commercial managers who are responsible for revenues and field level sales operations
- Retail and category managers
- Heads of business units, CEOs of FPOs, Micro and Small enterprises
- HR managers responsible for sales HR Processes

PROGRAM FEES: Rs. 20,000 + GST /-

HOW TO APPLY

Kindly visit our website www.iipmb.edu.in for more information

Filled-up forms to be sent to; mdp@iipmb.edu.in

For Registration and payment, click the link or Scan QR Code below

<https://portal.vmedulife.com/public/admission/#/form/iipmb-bengaluru/NTI3MA==>



Alternatively, you can also make NEFT to this account:

Bank Name: Punjab National Bank

Bank Branch: IIPM Campus Branch, Bangalore Account Number: 1586050000611

IFSC Code: PUNB0158620 (Fifth character “0” read as Zero)

Swift Code: PUNBINBBPHM, MICR NO: 560024073

Note: If the amount is transferred through NEFT, UTR Number should be mailed to MDP office

FOR MORE DETAILS CONTACT

MDP Office: E mail: mdp@iipmb.edu.in | Phone: 080-23211716

ABOUT IIPM

IIPM Bengaluru was established in November 1993 by the Ministry of Commerce & Industry (MoC&I), Government of India, as an autonomous educational institute of higher learning. During the initial years, the institute closely worked with the plantation industry and Commodity Boards of India (CBI) for the development of the Agri-plantation sector. IIPM conducted industry need-based short-duration capacity building and training programs for the stakeholders of the Agri-plantation sector that included planters, corporate managers, executive members of planter associations, small and medium entrepreneurs, officials, and scientists of the CBI, Ministries of Government of India, and officials of the State Development departments.

To meet the demand of the fresh graduates for customized academic programs in the Agri-plantation sector, IIPM introduced a 15-month PG program on Agribusiness and Plantation Management in that academic year 2001-2002 for new entrants in the plantation sector, which was later converted into a 24-month AICTE-approved Post Graduate Diploma in Management (PGDM) in Agribusiness and Plantations Management (PGDM-ABPM). Since then, it has introduced two other PGDM programs: (a) Food Processing and Business Management (PGDM-FPBM), and (b) Agricultural Exports and Business Management (PGDM-AEBM). The institute also offers Fellow Program in Management (FPM) aimed to develop accomplished and ethical researchers in the field of agribusiness, plantation, food and allied areas.

PROGRAM COORDINATOR

Dr. Nabirasool D is an Assistant Professor in the Marketing, Entrepreneurship and Economics area at Indian Institute of Plantation Management. His primary area of interest lies in Marketing with a focus on issues in Consumer Analysis, advertising, Positioning and corporate branding. He uses empirical and theoretical framework tools in his research. In a series of working papers, he is exploring the role of culture, and microfinance on economic outcomes in the context of self-help groups.

In the field of marketing, his work explores the use of consumer lifestyles on consumer decision-making, brand preferences and other instruments by firms to influence the firms learning process about consumers to their advantage. Some of his work has been published in journals like the Empirical Economic Letters, Academy of Marketing Studies Journal, and the Journal for Study of Research.

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Last Date to Confirm Participation: 18th December 2025