

Sales Effectiveness & Market Development for Agri-Input Marketing

Programme Dates: September 28-30, 2026



MC&I

IIPM



भारतीय बागान प्रबन्ध संस्थान बेंगलुरु

INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU

(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

ABOUT THE PROGRAMME

Agriculture has been the backbone of the India's 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. Rapid growth in demand for the agricultural inputs, coupled with the growing competition, changes in the profile of farmers and their bargaining power has resulted into the need for being innovative in marketing & selling of inputs. There is a need for professionalism in selling agri-inputs as sales team are expected to have a skill set to influence the farmers and the channel partners to be effective and bring more business.

FOR WHOM

The programme is primarily designed for the junior and middle level executives involved in Sales & Marketing of Agricultural inputs, who are responsible for demand generation activities, engaging with farmers & channel partners, managing the sales territory.

Suitable for:

- Sales Team of agri-input companies, Territory Sales Managers, Regional Sales Managers
- Working professionals in agri- input start-ups
- Government officials of Agri. / Horticulture departments in Extension role
- Young professionals looking for their career in Sales & Marketing roles

PROGRAM LEARNING OUTCOMES

After attending the 3-day program, the participants will:

- Understand and appreciate the emerging importance of professionalism in agri-input marketing.
- Analyses the changing markets, behaviour of farmers, distributors, and the technology that compels for professionalism in selling and managing the sales territory.
- Enable to develop and adopt suitable demand generation activities across farmer's Decision-making journey.
- Develop suitable strategic plans to engage with channel partners & build relationship for sales effectiveness.
- Enhance your skill sets required for managing your region / territory, effective selling, and also enhance reporting relationships with colleagues.

PEDAGOGY

- Lectures through Power-Point Presentations.
- Group exercises, Facilitated discussions, Role Plays, Case analysis.
- Experience sharing talks with Practitioners.

TRAINING MODULES

- Understanding agri-input market, emerging challenges & the need for professionalism in selling
- Market Scanning & Territory Potential Analysis for Segmentation and Market Selection
- Demand Generation Activities across Farmers' Decision Making Journey
- Channel Management & Engagement with Channel Partners for Loyalty
- Brand Promotion activities, and organizing Field Day, Farmers' Meet
- Professional Selling Process for Sales Effectiveness
- Sales Person as Brand Ambassadors
- Soft Skills for Higher Performance
- Designing GTM strategies.
- Branding & RM Strategies.
- Sales Analysis & performance measures

PROGRAM FEE & REGISTRATION

PROGRAM FEE: Rs. 10,620/- (Incl GST)

Includes Reading material, Programme Kit, Lunch, tea and snacks during programme days. The programme is non-residential. Limited accommodation available on twin sharing and on first come first serve basis.

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: In case of NEFT, UTR Number should be shared to MDP Office

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

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



PROGRAMME COORDINATORS

John Mano Raj.S holds Ph.D in Rural Marketing, and MBA in Marketing. Currently serving as Professor (Marketing) having 33 years of Post Graduate teaching with a blend of administrative and industry experience through organizing and conducting training, MDPs, research and consultancy. Designed and conducted several training program for the Marketing & Sales Team of agri-input companies on Sales Effectiveness, Territory Management, Channel Management, etc. Few corporate benefited out of MDP includes - Coromandel, Parry Agro, Indo American Hybrid Seeds, Rasi Seeds, Shriram Bio Seeds, KASMB, ARIAS - World Bank project- Assam, Andrew Yule Tea Co., Tata Coffee Ltd., Amalgamated Plantations Pvt. Ltd., Kannan Devan Hill Plantations, etc. Trained Horticulture department officials in various state government including Karnataka, Andhra Pradesh, Assam, etc.

Dr. Shilpa S. K is a faculty member in the area of Marketing at Indian Institute of Plantation Management Bengaluru, India. Her expertise includes sales management, consumer behaviour, marketing communication, customer relationship management, branding strategy, and retail strategy. She has organized various Management Development Programmes (MDPs) and capacity-building programmes for the benefit of diverse stakeholders. She has also undertaken research and consultancy projects for organizations such as the Spices Board of India, Coffee Board of India, Indian Council of Social Science Research (ICSSR), and the Ministry of Corporate Affairs, Government of India. Her work focuses on practical industry learning and enhancing sales and marketing effectiveness, particularly in the agricultural, plantation, and retail sectors.

CONTACT DETAILS

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