



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

Deemed to be University U/S 3 of the UGC Act, 1956

SCHOOL OF MANAGEMENT

Management
Development Program
(MDP)

Marketing Analytics & Strategic Sales Techniques

30th Nov & 1st Dec 2018

www.ksom.ac.in

About the Program

Marketing analytics comprises the processes and technologies that enable marketers to evaluate the success of their marketing initiatives. This is accomplished by measuring performance (e.g., blogging versus social media versus channel communications). Marketing analytics uses important business metrics, such as ROI, marketing attribution and overall marketing effectiveness.

The market of analytics is booming in the current global economy. The size of big data available to company will treble in next ten years and there is huge dearth of professionals qualified in analytics. A McKinsey Global Institute study states that the US will face a shortage of about 190,000 data scientists and 1.5 million managers and analysts who can understand and make decisions using Big Data by 2018.

Modules

The program will consist of 4 modules in a daylong session.

1) Introduction to Marketing analytics

- What is Marketing analytics
- Traditional Vs New Age Marketing
- Marketing analytics in action: Real life case studies

2) The resource allocation frame work and digital media attribution

- Introduction to resource allocation
- Use of Marketing analytics in resource allocation

3) Customer life time value and cost of acquiring the customers

- New age marketing: Engaging the customer
- Quantifying customer life time value
- Understanding the cost of acquiring customers
- Using analytics to make informed decisions

4) Real hands on exercise: Real life case study to understand Marketing analytics in actions

Learning outcomes

This program will teach the participants the use of marketing tools and techniques that will help them achieve greater clarity about making informed data driven decisions in the organisation. They will be able to answer the big marketing questions of the decision making process such as:

- What was the optimal schedule for content distribution?
- Which hours of the day resulted in the highest levels of engagement?
- What issues were of greatest concern to my audience?
- Which platforms resulted in the highest ROI?

Pedagogy

Case study, Power point presentations, Role play, Group assignments, Audio visual media, Lectures.

Who can attend

This course is especially designed for new mid-level managers in Marketing and Sales who are looking to learn new age concepts and application of marketing analytics

About the Program

Strategic sales is the key word gaining currency in the current environment and it becomes all the way more important for the company to be ahead in their sales games in order to remain competitive.

Strategic sales combined with right market intelligence can become a winning success strategy for any company. According to recent survey by BCG, companies stand to lose about 10% to 15% of their bottom-line due to inadequate preparation of the sales team in winning customers. Another skill set of right negotiations skills combined with customer focus has been found lacking in the underperforming companies' survey.

Hence in view of all these factors, the MDP has been designed to provide the cutting edge to sales teams of companies and impart various skill sets needed to excel in this field.

Modules

The program will consist of 4 modules in a daylong session.

5) Strategic sales technique

- Meaning of strategic sales technique
- Role of effective sales team building and motivation & communication

6) Sales channel optimization

- Introduction to resource allocation
- Use of Marketing analytics in resource allocation

7) Customer winning techniques

- Customer negotiation techniques
- Capturing voice of customers
- Sales intelligence for competition in the market

8) Case study – Real life examples

Learning outcomes

This program will enable the participants with answers to the following concerns:

- How to gather market intelligence and use it for increased sales?
- How to use proven customer techniques and formulate company strategy?
- Learn effective sales negotiation techniques and their applications
- Adapt to marketing needs and form an agile sales team

Pedagogy

Case study, Power point presentations, Role play, Group assignments, Audio visual media, Lectures.

Who can attend

This course is especially designed for new mid-level managers in Marketing and Sales who are looking to learn new age concepts and application of Strategic sales technique.

Fees

Rs. 5000/- per participant

Minimum number of Participants: 10

About the Program

Simulation modelling is an important tool in decision making for managers in every industry. The participant would be exposed to a real-life scenario in a simulated environment. This is an interactive hands-on exercise and one of the first learning programs for corporates in the country.

Registration

The interested participants can log onto following link and register:

<http://ksom.ac.in/corporaterecruiters/mdp-and-consultancy/>

Duration of MDP

Two days –

30th Nov and 1st Dec 2018

Venue –

KIIT School of Management (KSOM), Campus 7, KIIT Bhubaneswar

Learning Outcomes

This program will enable the participants with answers to the following:

- To accentuate the learnings of the programs in a real-life workable situation
- To validate the strategic decisions taken by the managers
- To be cognizant of alternative plans depending on the business environment

Pedagogy

Case study, Hands on simulation exercise with concrete outcomes, Audio visual media

Fees

Rs. 1000/- per participant





Bhuwandeep
Assistant Professor

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Bhuwandeep is a management professional with substantial experience in the domains of Sales, Marketing, Business Development, Project Planning & Execution and Plant Operations - across Steel, Ecommerce, Textiles, Cement and Mining businesses.

He has worked with Indian MNCs of TATA Group and Aditya Birla Group. He is an alumnus of IIT Kharagpur and IIM Bangalore in the areas of Marketing and Sales. He has also done specialisation in Marketing from Rennes School of Business, Rennes, France.



Ritika Sharma
Assistant Professor

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She has rich corporate and entrepreneurial experience across FMCG, Telecom and Education in domains of Sales and Distribution, Key Account Management and Business Development.

She has handled entire GSK Consumer Healthcare portfolio for leading modern trade accounts and she was an integral part in establishing Airtel Money foothold in Haryana region as a Zonal Manager for Airtel. She has expertise in Sales, Marketing, Business Development and Relationship Management.

About Us



KIIT School of Management (KSOM) is a constituent unit of KIIT Deemed to be University, established under section 3 of the UGC Act, 1956. This is the 25th year of its existence. The National Institutional Ranking Framework (NIRF) has ranked KSOM in the top one percent of five thousand plus B-schools in India since last two years. It has been rated in 'A' Grade by National Accreditation and Assessment Council (NAAC). The school is an SAP University Alliances partner and also has tie-up with Dassault Systems, a world leader in Product Lifecycle Management solutions.

Kalinga Institute of Industrial Technology (KIIT) with an impressive cluster of 28 academic campuses spread across 25 square kilometers, has the unique distinction of becoming the youngest educational institution in the country to be declared as Deemed to be University (U/S 3 of the UGC Act, 1956). Recently it has been conferred with category 'A' status by Ministry of HRD, Govt. of India. However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 27000 children from lesser known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.

Kalinga Institute of Social Sciences (KISS), Bhubaneswar, India comprises of KISS Deemed to be University and a school for indigenous children. It is a free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.



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