SALES FORCE MANAGEMENT

Effective management of the Sales Force lies at the heart of the success of almost all businesses, irrespective of whether they are in the B2B domain or selling FMCGs. This role has become even more critical during the current economic stagnation. The Sales Leader has to design and implement strategies that will allow his team to perform to the best of their abilities in difficult circumstances. Powerful and demanding customers require key account managers who would champion their cause.

The task of Sales Managers has become far more challenging and complex. Leading an efficient, motivated and highly trained sales force is of paramount importance in this situation. This 3-days program aims at examining and exploring some of the challenges commonly faced by Sales Force Leaders. Using case studies, the program will also expose participants to how successful international companies are addressing these challenges.

BENEFITS

The program will allow participants unique opportunity to explore different aspects of Sales Force Leadership and Management and understand key drivers for optimizing their team’s performance. Some of the areas covered are:

- Strategic Role of Selling
- Managing the Sales Force
- Key Account Selling
- Sales Force Deployment
- Recruitment, Training and Compensation
- Motivation and Evaluation

WHO SHOULD ATTEND

The program is designed for upper and middle-level Sales Managers. Typical participants will hold titles including director sales and marketing, sales manager, account sales manager, general business manager, business development manager, marketing manager and product manager.

DATES: August 22 - 24, 2017
PROGRAM FEE: PKR 85,000
RESIDENTIAL FEE: PKR 36,000
LOCATION: LUMS, Lahore
**PROGRAM DIRECTOR**

Muhammad Luqman Awan  
Teaching Faculty  
MBA, LUMS  
BSc Mechanical Engineering, UET  

Research Interests:  
Sales Force Management; Channel Management & Industrial Marketing

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**PROGRAM FACULTY**

Ehsan Ul Haque  
Professor, Marketing  
PhD, University of Texas at Arlington  
MBA, University of Pennsylvania  

Research Interest:  
Advertising & Promotion Management; Consumer Behaviour and Marketing Research

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Rohail Ashraf  
Assistant Professor, Marketing  
PhD, IAE Aix-en-Provence, Aix-Marseille University  
MSc, IAE Aix-en-Provence, Aix Marseille University  
BBA-MIS, IBA Karachi  

Research Interests:  
Brand Management (Brand Extensions, Corporate Brands); Consumer Behaviour (Consumer Emotions and Consumer Identity)
TERMS AND CONDITIONS

ADMISSION PROCESS
Applications will be screened with regard to their suitability for each program. Kindly ensure that your complete online application form reaches the office by the deadline. Incomplete application forms will not be entertained.

Our online application form is available at our website: https://redc.lums.edu.pk/program-calendar

PROGRAM FEE
The fee includes tuition cost, reading material, tea and lunch served during the program. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the program. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the program and check out the morning after the program ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMODATION
We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are Internet-ready. Please note we do not provide accommodation for drivers accompanying participants.

PAYMENT
Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the program. Space in the program may only be ensured after we receive the fee.

Our preferred mode of payment is by cheque/banker’s draft payable to Lahore University of Management Sciences.

Please send the cheque to:
Marketing Manager
Rausing Executive Development Centre

Lahore University of Management Sciences
Opposite Sector “U”, DHA, Lahore - 54792
Tel: +92-42-35608119-8243

*LUMS is a non-profit organization under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.

DISCOUNT POLICY
For any executive program, if more than two executives from the same organization participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the program fee.

SUBSTITUTES/TRANSFERS AND REFUNDS
If you are unable to attend a registered course we will accept a substitute until two working days before the program. Substitute candidates will be subject to the same selection process as the original candidate. If you wish to cancel your name from a program, please notify in writing at least five working days before the program. Course fee will be refunded after deducting an application-processing fee of PKR 20,000/-. There will be no refund for cancellation received after the withdrawal date or in case of no-show.

It is possible to transfer to another program within 2 years. The deposited fee will be carried forward after deducting the application-processing fee of PKR 20,000/-. Please note that only one transfer is permitted. After 2 years the deposited fee will be forfeited. Transfers should be notified at least five working days before the program.

All notifications of cancellations, substitutes and transfers must be confirmed in writing.

Note: REDC may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, University will refund registration fee and is not responsible for any other related charges/expenses including cancellation/change charges by airlines and travel agencies. In case of postponement, the fee may be transferred to the rescheduled offering of that program or any other program as an alternate to refund. The University reserves the right to make changes in its program policies and fees at any time.