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 can champion their cause.

The task of sales managers is increasingly becoming more challenging and complex. Leading an efficient, motivated and highly trained sales force is of paramount importance in this situation. This 3-days program on Sales Force Management 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.

PROGRAM 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 sales manager, account sales manager, general business manager, business development manager, marketing manager and product manager.

““The program provided a very thought-provoking and in-depth view of Sales Force Management. It precisely addressed the pertinent key issues and their possible solutions. A must attend for all sales managers. Truly an eye-opening experience.”
Khurram Hussain
Engro Polymer and Chemical Ltd.

“Excellent program. It helped me vitalize the sales concepts and provided the opportunity to think out-of-the box”

Salman Riaz
Service Industries Limited
PROGRAM DIRECTOR
MUHAMMAD LUQMAN AWAN
Teaching Faculty (SDSB), Marketing
PhD Scholar, University of Stirling Scotland
MBA, Lahore University of Management Sciences
BSc Mechanical Engineering, UET

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

PROGRAM FACULTY
EHSAN-UL-HAQ
Professor, Marketing
PhD, University of Texas at Arlington
MBA, University of Pennsylvania

Research Interests:
Advertising & Promotion Management; Consumer Behaviour;
Marketing Research

MOEEN NASEER BUTT
Assistant Professor, Marketing
PhD, Marketing, Ivey Business School, Western University

Research Interests:
Assessing the impact of Growth, Governance and Geography of
franchise systems on their performance, Franchising, Market
Development & Marketing-Finance
TERMS AND CONDITIONS

ADMISSION PROCESS
Applications will be screened with regard to their suitability for the program. Kindly ensure the submission of your online application by the deadline. Our online application form is available at [https://redc.lums.edu.pk/program-calendar](https://redc.lums.edu.pk/program-calendar).

*Seat in the program will be reserved on a first-come, first-served basis.

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.

ACCOMMODATION
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. However, the program fee can also be paid via bank transfer. 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
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 2 working days before the program. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a program, please notify in writing or on call at least 5 working days before the program. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrollment program within 3 years. Transfers should be notified at least 5 working days before the program. In case the participant or sponsoring organization fails to utilize the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline 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.