



LUMS

Raising Executive
Development Centre

A photograph of a large, multi-story brick building with a curved facade, set against a clear blue sky. In the foreground, there are vibrant pink and purple flowers in full bloom, with green foliage and a tree branch visible on the right side.

SALES FORCE MANAGEMENT

September 3 - 5, 2019

Suleman Dawood
School of Business

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 **programme on Sales Force Management** aims at examining and exploring some of the challenges commonly faced by Sales Force Leaders. Using case studies, the programme will also expose participants to how successful international companies are addressing these challenges.

PROGRAM BENEFITS

The programme will allow participants unique opportunity to explore different aspects of sales force leadership and management and understand key drivers for optimising 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

Programme Date:	September 3 - 5, 2019
Programme Fee:	PKR 90,000
Residential Fee:	PKR 38,000
Venue:	LUMS, Lahore

WHO SHOULD ATTEND

The programme 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 programme 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 programme. It helped me vitalise 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-HAQUE

Professor, Marketing

PhD, University of Texas at Arlington

MBA, University of Pennsylvania

Research Interests:

Advertising & Promotion Management; Consumer Behaviour;
Marketing Research

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/programme-calendar>

**Seat in the programme 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 programme. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the programme. 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 programme and check out the morning after the programme 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 programme. Space in the programme 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 programme 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 organisation 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 organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme 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 programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. 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 enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

Note: *REDC may cancel or postpone a programme 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 programme or any other programme as an alternate to refund. The University reserves the right to make changes in its programme policies and fees at any time.
