



LUMS

Rausing Executive
Development Centre

SALES FORCE MANAGEMENT

February 9 - 12, 2026

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 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-day programme 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.

BENEFITS

The programme will allow participants a 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:	February 9 - 12, 2026
Programme Fee:	PKR 250,000
Residential Fee:	PKR 100,000 (Optional)
Venue:	Rausing Executive Development Centre, LUMS

WHO SHOULD ATTEND

The programme 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

"Indeed, one of the best learning experiences of my life. An excellent environment is provided, which boosts learning. The teaching methodology, especially simulation, is at its best. I would strongly recommend this programme to salespeople who would like to expand their horizons."

Raja Waqas
Bank AL Habib Limited

PROGRAMME DIRECTOR

MUHAMMAD LUQMAN AWAN

Teaching Faculty (SDSB)
PhD Scholar, University of Stirling Scotland

Research Interests:

Sales Force Management; Industrial Marketing & Channel Management

PROGRAMME FACULTY

EHSAN-UL-HAQUE

Professor Emeritus
PhD, University of Texas at Arlington

Research Interests:

Advertising & Promotion Management; Consumer Behaviour; Marketing Research

MOEEN NASEER BUTT

Assistant Professor
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 the suitability of the individual participant profile 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.*

PROGRAMME FEE

The fee includes tuition costs, reading material, tea and lunch served during the programme. If you wish to avail accommodation at LUMS, there will be an 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 an attached bathroom is equipped with a mini-fridge, writing desk and a 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 email/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. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
 - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e. 1058674001802223140

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing
Rausing Executive Development Centre
Lahore University of Management Sciences
Opposite Sector 'U', DHA Lahore Cantt Pakistan
(+92 42 3560 8243)

** LUMS is a not-for-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, the course fee will be refunded after deducting an application processing fee of PKR 40,000.

It is possible to transfer the 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, the university will refund the 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 alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time.
