



Sales and Distribution Leadership Excellence program

Program Summary

As sales strategies and distribution channels are getting impacted with digitalisation, evolving consumer needs and disruptions, a customised sales program with specific capacity and capability enhancement is required to take the transition. This program is designed to equip sales leaders with customised learning tools and selling skills to navigate and manage change by improving and optimising their organisation's sales performance as well as manage a multichannel distribution network.

This program enables leaders to identify and design sales and distribution strategies that will help tap the right channels and networks, develop progressive customer focussed mindset, leadership style and improve sales force performance with effective structuring of teams. The program further enables leaders to constantly motivate and coach sales teams in new and evolving business environments and understand how to manage adversity through agility.

LEARNING OBJECTIVE

- Structuring a winning sales force strategy to navigate the new environment
- Frameworks to diagnose and address sales issues
- Designing hiring and retention strategies to adapt to changing times
- Changing role of the salesperson and digital channels to meet customer expectations
- Designing incentive structures and R&R to motivate sales channels
- Effective leadership styles to lead change
- Agile sales practice

LEARNING TAKEAWAYS

- Requirements of a new-age sales organization
- Selling Skills
- Manager versus Coach
- How to overcome Active inertia
- How to manage change and surmount behavioural challenges
- Effective Sales Leadership Styles
- Leadership Challenges and Competencies Model
- Emotional Intelligence
- Efficient Sales Management Process
- Building MIS and DSS to aid decision making
- Improving relationship with customers
- Stakeholder's Engagement and Measurement Metrics

PEDAGOGY & METHODOLOGY

- Experiential learning through interactive management lectures, storytelling, and case studies
- Group task / Break-up room tasks (in case of online)
- Group discussion and presentation



Arnab Mallik is a Statistics graduate from Presidency College and Management Post- Graduate from IIM Ahmedabad. He has 27 years of Retail Banking, Insurance, Stock broking & Wealth Management experience in key top leadership roles with Fortune 100 Companies.

Arnab is a leader who has been a keen planner and an astute manager with flair for implementing new systems, streamlining operations, customer relationship management and proactive business planning. He is known for giving sustainable commercial and customer outcomes across a variety of organizations and assignments including scenarios involving, restructuring for growth, under-performing business turnarounds and productivity enhancements/efficiencies.

Arnab has co-founded Learning Soil Edu which is his initiative in the field of Education, Learning and Development formed with the vision to bridge the gap between academia and the industry.



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