



भारतीय प्रबंध संस्थान कोषिकोड
Indian Institute of Management Kozhikode
Globalizing Indian Thought

jaro education

IIM Kozhikode Presents

Professional Certificate Programme in

Strategic Sales Management and New Age Marketing

Batch 02



From the Director's Desk



IIM Kozhikode programmes designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights empower participants to manage and lead complex business challenges with confidence and informed decision-making ability. Our growing global footprints acknowledged and accredited by leading institutions of the world are a testimony to growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both future and past are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, to give this Institution a sense of purpose, direction and imagination.

That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The sheer scale, scope and potential impact that India will have on 21st century business makes us believe that this is a legitimate aspiration.

Significantly, in a challenging sales-driven environment, seasonal professionals can foster effectiveness by using well-developed marketing channels to leverage the organisation's growth. Pursuing a Professional Certification Programme in Strategic Sales Management and New Age Marketing equips professionals to improve sales through contemporary methods.

Wishing you all the very best!

Prof. Debashis Chatterjee

Director IIM Kozhikode



Programme Overview

In the immortal words of Prof. Craig Wortmarun, "Nothing happens until something gets sold." As of today, sales jobs are more challenging than any other counterparts in the organization. A core challenge in front of a sales manager is to enhance the sales force performance in a demanding and rapidly changing environment. Marketing activities also provide impetus to the growth of an organization. All of a company's major stakeholders can greatly benefit from well-developed marketing channels, which also help a company gain a competitive advantage. With the Professional Certificate Programme in Strategic Sales Management and New Age Marketing, seasoned sales professionals can therefore advance their knowledge and abilities.

This programme is intended to help the students

- Transform into a better salesperson and an excellent sales manager.
- Acquire key understanding of New Age Marketing tools and techniques which includes the application of data analysis as well as AI/ML techniques in the world of sales and marketing.
- Gain holistic capability to resolve various sales-related problems.
- Exposure to scalable strategic sales management techniques.

The key highlights of the programme are:

- The programme is designed to up-skill experienced professionals and develop them into stronger sales people.
- The programme will help participants become better sales managers with the help of modern-day techniques and case studies.
- The programme evaluation will involve quizzes, assignments and projects.



Programme Highlights



Certificate of completion- IIM Kozhikode



IIM Kozhikode- Executive Alumni Status



Real-life case studies and simulation-based pedagogy



Hands-on Sales Management Projects



Using data analysis and AI/ML techniques in the world of sales

SALES & MARKETING

Eligibility

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized University (UGC/AICTE/DEC/AIU/State Government) in any discipline
- Diploma Holders (10+3) will be considered on a case to case basis subject to having a minimum of 10 Years of work experience in a supervisory role at the time of applying for this programme
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country
- Minimum of 4 years overall experience in Marketing & Sales function or at least 5 years of work experience in business enterprises in a managerial position
- Selections is based on detailed candidate profiles

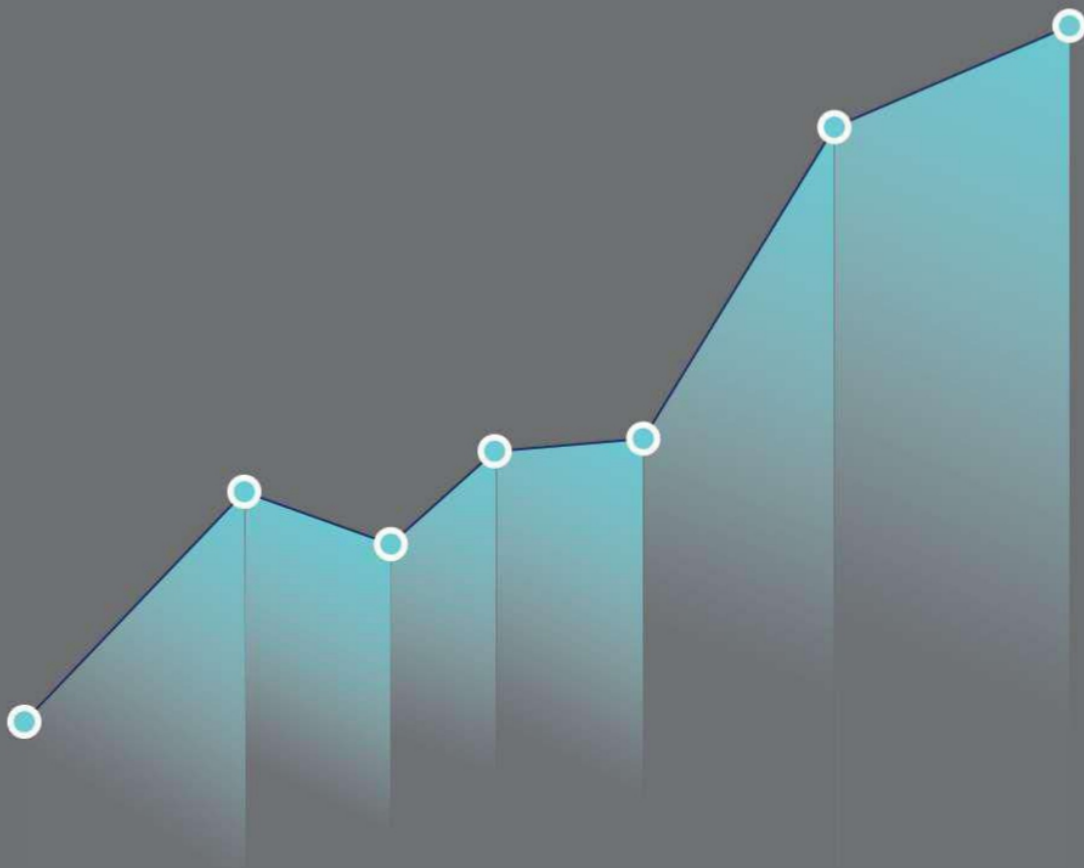


Assessment & Evaluation

- The evaluation methodology is the discretion of the faculty.
- The methodology includes quizzes, assignments and projects.
- The programme may require participants to work on individual or group assignments and/or projects. The main objective of such assignments/projects will be to help the participants apply conceptual learning in the programme to actual organizational decisions scenarios.
- The participants will have to secure the minimum pass marks in the respective evaluation components

Attendance Criteria

- A minimum of 75% attendance is a prerequisite for the successful completion of the programme.



Specimen Certificate

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a '**Certification of Completion**'.
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a '**Participation Certificate**'.



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eMDP
Professional Certificate Programme

This is to certify that

Name

participated and successfully completed the programme
Strategic Sales Management and New Age Marketing
(DD.MM.YY- DD.MM.YY)

Programme Facilitator

Chairperson - MDP

Director

Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

IIM Kozhikode Executive Alumni Status

On successful completion of the programme, participants will be eligible for the prestigious IIM Kozhikode executive Alumni status. These participants will subsequently receive the alumni registration details from IIM Kozhikode.

Note: The executive alumni benefits are subject to the discretion of IIM Kozhikode



Pedagogy

Pedagogy equips budding sales and marketing managers with tools, concepts to put them on the path to operational excellence.

Practitioners can attend online sessions that would be a combination of lectures, discussions, simulations, case analysis, and hands-on exercises.

Course evaluation will involve assessments, quizzes, case analysis, and projects.



Programme Content

Modules	Syllabus
Module - 1	Marketing <ul style="list-style-type: none">▪ Marketing Strategy▪ Understanding Consumers▪ GTM & Sales▪ Basic Data Analytics for Managers
Module - 2	Selling to Consumers <ul style="list-style-type: none">▪ Selling Models and Styles▪ Influencing and Storytelling▪ Positivity and Selling
Module - 3	Selling to Big Ticket Customers <ul style="list-style-type: none">▪ Key Account Management▪ Account Based Management▪ SPIN Selling▪ Digital Selling and Disruptive Business Models
Module - 4	Sales Management – Personnel Issues <ul style="list-style-type: none">▪ Personnel Issues▪ Setting Quotas▪ Territorialisation▪ Performance Evaluation▪ Compensation

Module - 5

Leading the Sales Organisations

- Leading the Sales Teams
- EI for Sales Managers
- Coaching & Mentoring
- Sales Interfaces
- Remote Salesforce Management
- Design Thinking for Sales Managers
- AI & ML for Sales Management

Module - 6

Review

- Projects
- Simulation



Programme Faculty



**Prof. Aishwarya
Ramasundaram**

Prof. Aishwarya Ramasundaram

- Assistant Professor of Marketing Management
- Ph.D. in Marketing from Indian Institute of Management, Bangalore

Aishwarya Ramasundaram is an Assistant Professor of Marketing at the Indian Institute of Management, Kozhikode. She completed her Ph.D. at the Indian Institute of Management, Bangalore. She has presented her research at conferences such as the Association for consumer research conference, Yale China-India insights conference and the North American society for management education in India conference (NASMEI). She has won the Aim-Sheth grant for her thesis research and best reviewer award at the IMR doctoral conference. She teaches Sales and distribution management, consumer behaviour and business models for the digital economy.



Prof. G. Sridhar

Prof. G. Sridhar

- Professor, Marketing Management
- Fellow Programme in Rural Management from Institute of Rural Management, Anand.
- Ph.D. from Kakatiya University.

Prof. G. Sridhar is currently Professor (Marketing Area) at Indian Institute of Management, Kozhikode. He is a double doctorate - one from Kakatiya University, Warangal and another from Institute of Rural Management, Anand (IRMA). His primary research and training interests is sales management. He published research papers in reputed international journals and trained several salespeople and managers.

Programme Details

- **Certification** : Professional Certificate Programme in Strategic Sales Management and New Age Marketing.
- **Programme Duration** : 10 Months
- **Mode of Delivery** : Direct to Device [D2D]
- **Programme Schedule** : Sunday- 10:00 am - 01:00 pm
- **Commencement Date** : January 2023
- **Application End Date** : 3rd January 2023

Programme Fee Structure

Fee Structure	Total Fees (INR)
Application Fees	INR 2000/- + GST
Programme Fee	INR 2,80,000/- + GST

Instalment Fee Structure

Instalment Pattern	Instalment Amount
Booking Amount	INR 80,000/- + GST
Instalment 1	INR 80,000/- + GST
Instalment 2	INR 60,000/- + GST
Instalment 3	INR 60,000/- + GST

Career Assistance

Profile Building	Resume Review	Placement Assistance	Career Enhancement Sessions
Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.	Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.	Get career assistance as per the profile and preferences. On an average, get 5-6 job recommendations to enhance quality employment opportunities	Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

Top Notch Companies On Boarded For Interview



Top High Profile Hiring

TL Inside Sales
 Business Development Manager
 Area Sales Manager (ASM)
 Territory Sales/Area Sales
 District Business Manager (DBM) Area
 Business Manager (ABM)
 Managers
 Relationship Manager
 Territory Executive (TE)

Manager - Digital Marketing
 Sales Manager
 Marketing Executive
 Sales Specialist
 Sales Specialist
 Retail Sales
 Retail Sales
 Strategic Alliance B2B

Note:

IIM Kozhikode or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Kozhikode is not involved in any way with the career services described above and offers no commitments.

About IIM Kozhikode

IIM Kozhikode is ranked 5th as per the latest NIRF India Rankings 2022: Management. The Institute also made its global debut for its flagship MBA (101+ globally, 7+ in Asia) and EMBA programme (101+ globally, 15+ in Asia) in the 2020/21 QS World University Rankings. It is also ranked No.2 in the CFIs (non-Technical) category in the Atal Innovation Rankings (ARIIA 2021) released recently by the Ministry of Education, Govt. of India. IIM Kozhikode is globally accredited by EQUIS (EFMD) and AMBA (UK). Since its inception, IIM Kozhikode has successfully carved its niche in management education through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.



NIRF India Rankings
2022: Management



IIM Kozhikode sole IIM
to Feature in ARIIA 2021



About Jaro Education



**“INDIA’S MOST TRUSTED
ONLINE HIGHER
EDUCATION COMPANY”**

1000+
Corporate Associations

3,00,000+
Careers Transformed

2009
Enhancing Career Since

2022
EdTech Leadership Award

2022
National Best Employer Accolade

2019
Economic Times Award

2018
ABP Education Award

2017
Modi Award

Jaro Education is India’s most trusted online higher education company and a pioneer in the Executive Education space; since July 2009. The company aims to nurture entrepreneurs & working professionals from entry-level to C-Suite level in every field and industry by offering executive education programmes that cater to their requirements.



IIM Kozhikode has empanelled Jaro Education for promotion and admission support for its Professional Certificate Programme in Strategic Sales Management and New Age Marketing.

Contact Us

Indian Institute of Management Kozhikode

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Jaro Education Presence

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Jaipur | Kolkata | Mumbai | Nagpur | Pune