



STRATEGIC MINDSET FOR SALES MANAGERS A LEGO SERIOUS PLAY APPROACH

NOVEMBER 10 -12, 2026

INTRODUCTION AND OBJECTIVES

There is a growing sense of business instability in managers like never before, with social, political, economic, and environmental factors in constant flux. Growth without sacrificing profit is increasingly difficult with hyper-competition, lower differentiation, growing customer acquisition costs, and increased cost to serve. Technological changes are forcing sales organizations to invest in data and AI capabilities. However, the results are uncertain and are limited to a few niche segments. There is also a threat of legal compliance that may inhibit significant changes in the operations of the sales organizations.

A need for a strategic mindset for sales managers is imminent in the current situation. Meta-cognitive strategies that are in pursuit of specific goals are essential. Managers must constantly question, 'How can the sales plans and strategies be improved so that they work better?' This requires them to see the sales functions from a systems perspective, be focused, seize opportunities intelligently, and be willing to work with a combination of intuition and data.

This program is designed to help sales managers with two major outcomes.

- a. Sensitize to the need for a strategic mindset,
- b. Build a repertoire of concepts and techniques that enliven their strategic mindset.

PROSPECTIVE PARTICIPANTS

This program is strictly not for front end sales force. The intended participants must be sales leaders at any organization's state, regional, and national levels. Vertical sales heads having P&L responsibilities can also apply.

PEDAGOGY

The motto of the faculty involved in the program is 'Playful Learning and Discovery.' Hence, a combination of Lego Serious Play, Board Games, and Case Discussions would form the major pedagogical tools for the entire two days of the program.



FACILITATOR



Prof. G Sridhar

Professor, Marketing
Management

A double doctorate degree holder, Sridhar has nearly two decades of experience in industry and academics. His primary research and training interests are sales management and positivity. He published research papers in reputed journals, including FT 50. He conducted several training programs on sales-related issues for executives drawn from companies like; Novo Nordisk, Dr. Reddy's, Aristo Pharmaceuticals, Axis Bank, ICICI Prudential, Kotak Mahindra, Karur Vysya Bank, Vodafone, Nokia, L.G., Samsung India, UltraTech cements, Tata Chemicals, and Business Standard. He is passionate about spirituality and positivity and speaks on these issues at various forums. The program would have consultants who are certified Lego Serious Play trainers (Anil Tanikella) joining the lead faculty.

PROGRAMME FEE:

RS. 75000

(Residential)

GST @ 18%

RS. 65000

(Non-Residential).

GST @ 18%

Discount will be available for IIMK Alumni & Corporate nominations (in group)

CANCELLATION POLICY:

Joining instructions will be sent to the selected candidates 10 days prior to the start of the programme. Kindly do not make your travel plans unless you receive the confirmation email from IIM Kozhikode. If the programme is cancelled, the participants or the sponsoring organization will have the option to either get the fee paid by them adjusted against any other future management development programme(s) of the Institute or get a refund. IIM Kozhikode will not be liable for any other expenses incurred by the organization or the participant. Also the transaction fee will not be refunded.



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