



भारतीय प्रबंध संस्थान कोर्पिक्कोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

Batch 03

# Professional Certificate Programme in **Strategic Sales Management and New Age Marketing**

IIM Kozhikode



Marketing Partner

jaro education



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 27-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 21<sup>st</sup> 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 organization'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**



## DRIVE STRONGER SALES AND MARKETING PERFORMANCE ON YOUR MISSION-CRITICAL PRIORITIES



Adopt a decision-driven analytics approach to increase the impact of sales analytics. CSO-driven analytics are 2.3 times more likely to achieve higher forecast accuracy and 1.8 times more likely to exceed customer acquisition goals.

Sales organizations that prioritize alignment with marketing are nearly 3x more likely to exceed new customer acquisition targets.



\*Gartner



### POSSIBLE SCENARIOS AND TRAJECTORIES FOR HOW AI WILL SHAPE SALES

2024

40% of enterprise applications will have embedded conversational AI

2025

60% of marketing departments will be using some form of GenAI

2026

50% time reduction on customer meeting prep will occur in B2B sales organizations using GenAI-embedded sales technologies

2028

60% of B2B seller work will be executed through conversational user interfaces

\*Gartner



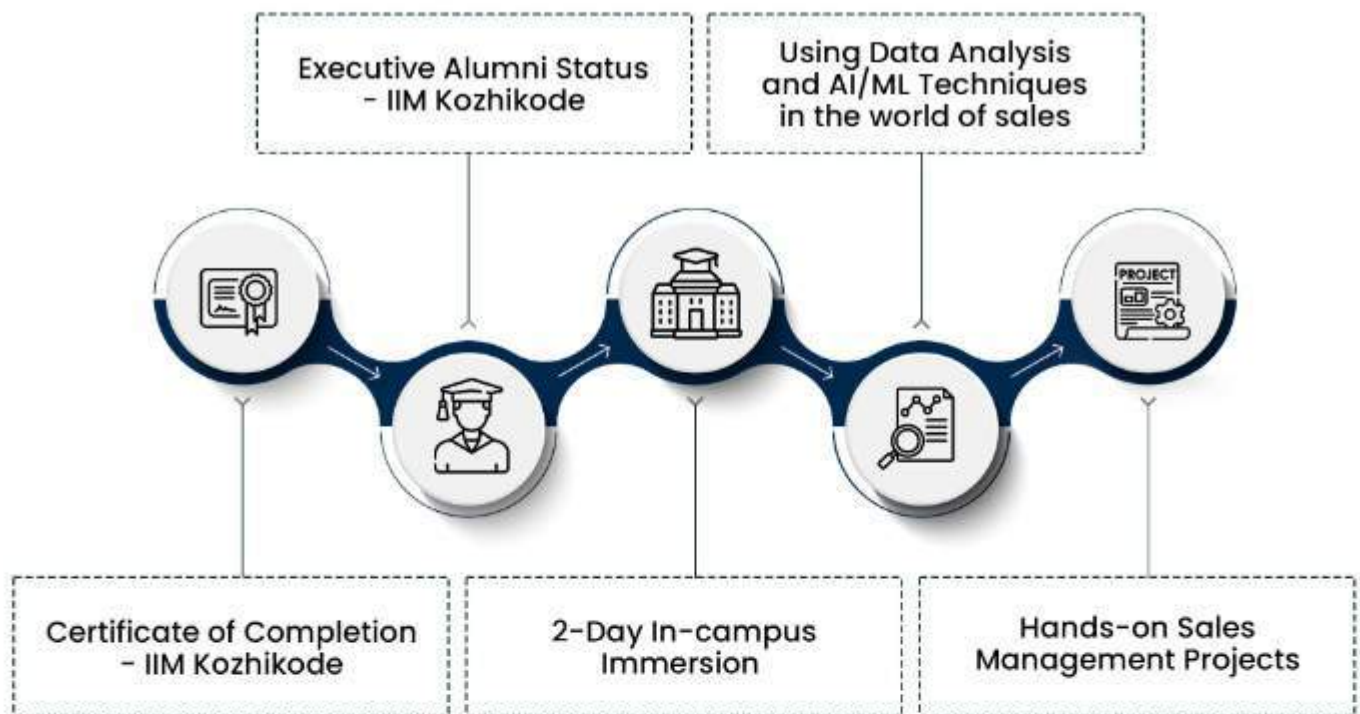
## PROGRAMME OVERVIEW



In today's ever-changing business ecosystem, forward-thinking leaders must adeptly maneuver through shrinking dynamics, leveraging contemporary marketing methodologies for sustainable growth. Elevate your sales leadership prowess, propelling your organization's revenue through cutting-edge marketing strategies. The Professional Certificate Programme in Strategic Sales Management and New Age Marketing, curated by IIM Kozhikode, propels professionals towards excellence in the realm of sales and marketing. This programme is meticulously crafted to empower visionary revenue leaders in sales and marketing, equipping them with the adeptness to navigate the ever-shifting business terrain. As Prof. Craig Wortmann famously said, "Nothing happens until something gets sold." This programme addresses the challenges faced by sales managers in enhancing team performance amidst rapid changes. By leveraging modern marketing strategies, participants gain a competitive edge and contribute significantly to organizational growth. Thus, it transforms experienced professionals into formidable sales and marketing leaders.



## PROGRAMME HIGHLIGHTS



## LEARNING OUTCOMES

- ▶ Transforms you into a better salesperson and an excellent sales leader
- ▶ Acquire a key understanding of New Age Marketing tools and techniques
- ▶ Gain holistic capability to resolve various sales-related problems
- ▶ Exposure to scalable strategic sales management techniques



## MODULE 1

### Foundational Concepts on Marketing

- ▶ Marketing, STP
- ▶ Understanding Consumers
- ▶ Channel Design and Conflict
- ▶ Brand Management
- ▶ Pricing
- ▶ Basic Data Analytics
- ▶ Financial Statement Analytics
- ▶ Sales Analytics

## MODULE 2

### New Age Marketing and Analytics

- ▶ Digital Marketing
- ▶ Social Media Marketing
- ▶ Social Media Analytics
- ▶ Managing Digital Channels

## MODULE 3

### Selling I

- ▶ Prospecting and Qualifying
- ▶ B2C and S.P.I.N Selling models
- ▶ Story Telling
- ▶ Negotiation
- ▶ Closing

## MODULE 4

### Selling II

- ▶ Opinion Leaders and Influencers
- ▶ Digital Selling
- ▶ AI and ML for Sales
- ▶ Pipeline Management
- ▶ Sales Forecast Models
- ▶ Key Account Management
- ▶ Account Based Management





## MODULE 5

### Sales Management

- ▶ Recruitment and Selection
- ▶ Targets and Territorialization
- ▶ Performance Evaluation & Compensation
- ▶ Talent Management

## MODULE 6

### Leading the Sales Organization

- ▶ Leading Salesforce
- ▶ Managing Teams
- ▶ Strategic Sales Management
- ▶ Building a Winning Sales Culture

## IN CAMPUS MODULE

- ▶ Positivity and Sales
- ▶ Simulation-Leading Sales Organization
- ▶ Project Presentation and Summary

Note: This is an indicative list of course topics and is subject to change as per IIM Kozhikode's discretion.



## PEDAGOGY

Live Lectures



Case Discussions



Simulations



Case Analysis



Hands-on Exercises



Assessments



Quizzes



Projects





## PROGRAMME DETAILS

• Duration

10 Months

• Delivery

Direct to Device (D2D)

**Session Timings: Sunday, 10:00 AM to 01:00 PM**



Application Closure Date

Closing Soon

Commencement Date

9<sup>th</sup> June 2024

## PROGRAMME FEE DETAILS

### PROGRAMME FEE STRUCTURE

Application Fee: INR 2,000/- + GST

**Total Programme Fee**

(exclusive of Application Fee)

**INR 2,80,000/-**

### INSTALMENT PATTERN

**Booking Amount: INR 80,000/- + GST**

3 days from the date of offer release

**Instalment 1: INR 80,000/- + GST**

15<sup>th</sup> September 2024

**Instalment 2: INR 60,000/- + GST**

15<sup>th</sup> December 2024

**Instalment 3: INR 60,000/- + GST**

15<sup>th</sup> February 2025

## ELIGIBILITY CRITERIA



### QUALIFICATIONS

#### 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.

### EXPERIENCE

- ▶ Minimum of 04 years overall experience in Marketing & Sales function or at least 5 years of work experience in business enterprises in a managerial position.

### ADMISSION SELECTION CRITERIA

- ▶ Selections will be based on a detailed Profile of the Candidate in his own words elaborating his Academic record, Profile, Designation, Salary, Roles, Responsibilities, Job Description, and a write-up on "Expectations from the Programme".

## ASSESSMENT AND EVALUATION

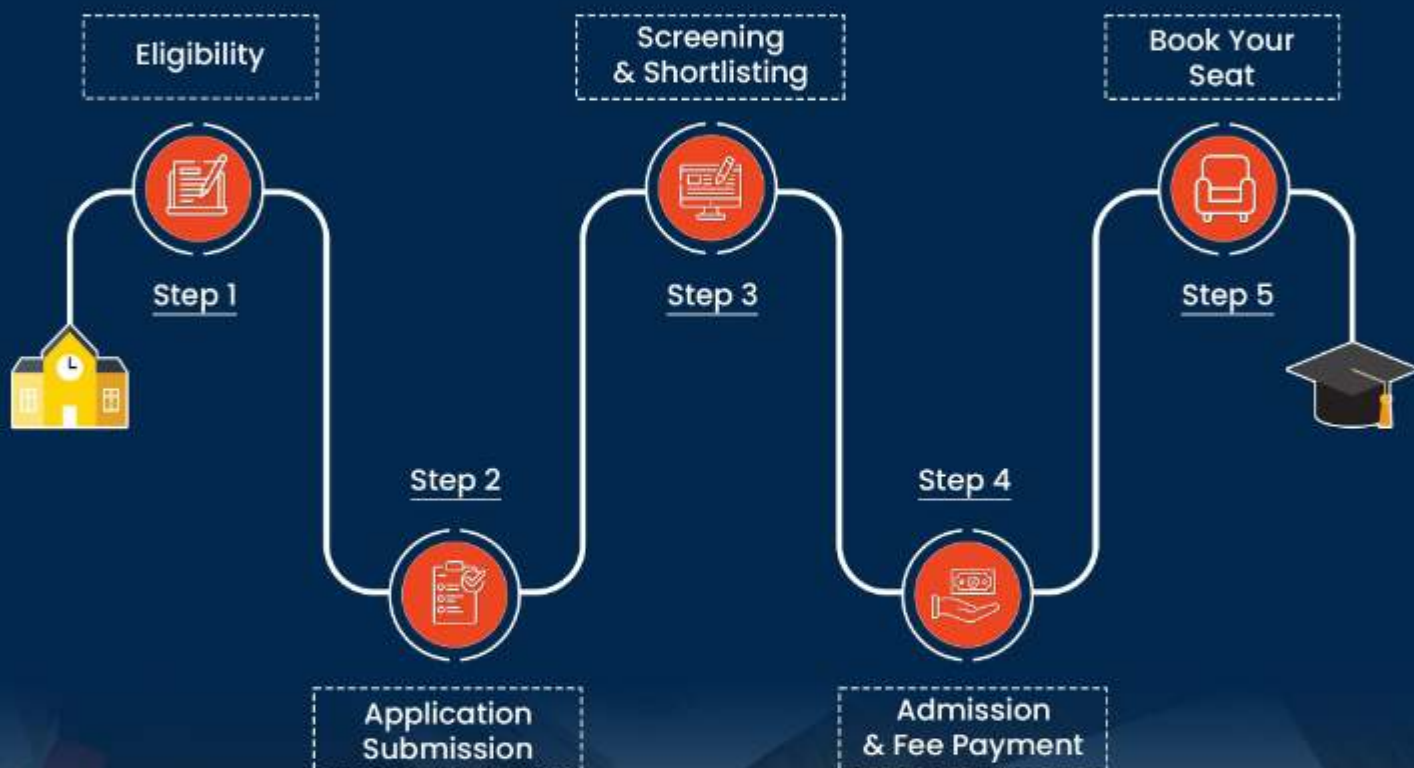


- ▶ The participants will have to secure the minimum pass marks in the respective evaluation components. Participants, who successfully complete the same and satisfy the requisite attendance criteria, will be awarded a 'Certificate of Completion'.
- ▶ Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Participation Certificate.'
- ▶ There will be periodic evaluations built in throughout the duration of the course. These may be in the form of quizzes, assignments, and/ or projects. The evaluations are designed to ensure continuous participant engagement with the course and encourage learning.

## ATTENDANCE CRITERIA

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

## ADMISSION PROCESS



# APPLICATION FORM

**Applying For A**  
 Permit  ID Card  Renewal  Replacement

**Your Personal**  
Full Last Name \_\_\_\_\_  
Full First Name \_\_\_\_\_  
Date of birth \_\_\_\_\_  
Nationality \_\_\_\_\_ Gender  Male  Female

**ID card number and Details**  
ID card number \_\_\_\_\_  
Date of Expiration \_\_\_\_\_  
Type of License \_\_\_\_\_

**Identification Information**  
Driver license?  Yes  No  
Learner permit?  Yes  No  
Non-driver ID Card?  Yes  No

The objectives will be based on how you gear sales by acquiring and serving customers. A marketing strategy helps in making good practices in order to lure a good outcome of your sales and marketing activities.

**Contact Details**  
Out-of-State License ID No. \_\_\_\_\_  
Home Phone \_\_\_\_\_  
Mobile \_\_\_\_\_

## CERTIFICATION

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



## IIM KOZHICODE 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.



### **PROF. AISHWARYA RAMASUNDARAM**

Assistant Professor, Marketing Management, IIMK

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 the 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**

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

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

# ABOUT IIM KOZHIKODE



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Public B-Schools,  
The Week-Hansa Research  
Survey 2023



NIRF India Rankings  
(Management) 2023



Financial Times  
Executive Education  
Global Rankings 2023



QS World University  
Rankings 2024



Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high growth trajectory today, offering the widest range of academic programs in the field of management education. These include Fellow Programme in Management, Executive Post Graduate Programmes, Management Development Programmes and Faculty Development Programs. IIMK set up a Satellite campus at Infopark, Kochi, in 2013 dedicated to Executive Education. IIMK also has the unique distinction of launching a Ph.D. in Management (Practice Track) programme for working professionals besides bringing in new dynamic courses like the one-year Post Graduate Programme in Business Leadership (2019), two-year Post Graduate Program in Finance (2020), and two-year Post Graduate Program in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE (Laboratory for Innovation, Venturing, and Entrepreneurship), a first-of-its-kind startup Incubation programme and the Indian Business Museum.

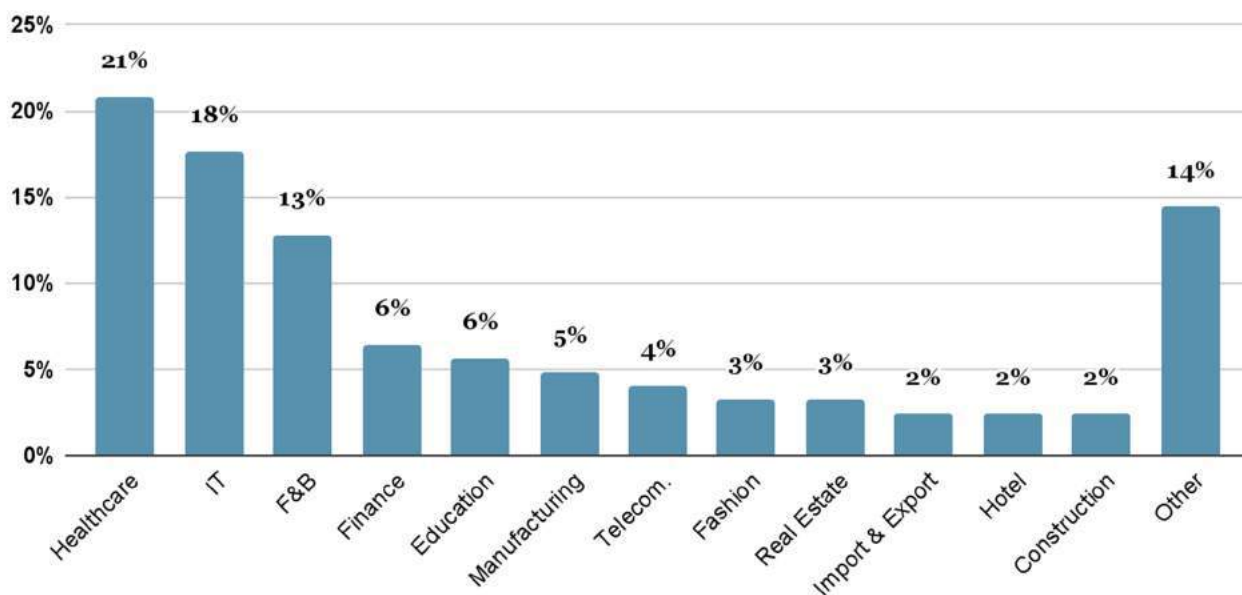
IIMK is ranked 3<sup>rd</sup> as per NIRF India Rankings 2023: Management. The Institute also features regularly among top global Institutes for its flagship Master of Business Administration (PGP) and Executive Master of Business Administration Programme (EPGP) in QS World University Rankings. The Institute has leapfrogged 100 spots to be placed in the Top 151+ Institutes in Business & Management Studies globally, and 14<sup>th</sup> in the Asia-Pacific region in QS World University Rankings 2024. IIM Kozhikode is globally accredited by EQUIS (EFMD), AMBA (UK) and is a member of AACSB.

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings (FT Rankings 2023) at 72<sup>nd</sup> position among the top-75 Open-enrolment executive program providers globally, catapulting the 27-year young IIM to an exclusive list of foremost providers of executive education in the world. IIM Kozhikode has successfully delivered close to 1300 MDP programmes for the past two decades, training more than 41000 participants from 150 organizations which also includes several Fortune 500 companies in the process.



## RECENT BATCH ANALYSIS

### Industry Wise Bifurcation



## TOP COMPANIES WHERE OUR ALUMNI ARE WORKING AT:



## TOP PROFILES OF OUR ALUMNI:



Note:-

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.

# CAREER ASSISTANCE BY JARO EDUCATION



## Profile Building

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

## Resume Review

Moving forwards with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

## Career Enhancement Sessions

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.

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.

# CAREER



# ABOUT JARO EDUCATION

**3,50,000+**  
Career Transformed

**120+**  
Programs from  
Diverse Domains

**30+**  
World's Leading  
Academic Partners

**23+**  
Learning Centres across  
India, USA & Singapore

**18+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards

OUTLOOK BUSINESS



Outlook Business Icon  
Awards 2023

India's Most Trusted  
Online Higher Education Company

Jaro Education is an edtech pioneer and online higher education company that specializes in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programs catering to domains such as Doctorate & Ph.D, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.



# jaro education

## Connect With

Our Admission Representative Now!

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 +91 80738 40603

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 [www.jaroeducation.com](http://www.jaroeducation.com)

## **JARO EDUCATION'S PRESENCE**

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Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune