



भारतीय प्रबंध संस्थान कोषिककोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought



Accelerating Sales Force Performance

September 01 - 03, 2026

Overview:

Sales force is at the vortex of the rapidly changing customers, competitors, products, technologies and markets. This makes their job more challenging than any other counter parts in the organization. A core challenge in front of a sales manager is to enhance the sales force performance under demanding and rapidly changing environment. This Programme is designed for executives to discuss and analyze the aspects of accelerating the sales force performance. Discussions, case studies, exercises and simulation are the key sources of interaction and learning. The Programme also acknowledges active involvement of the participants as key source of learning.



Coverage:

This Programme is about managing sales force and thus covers from identifying the potential to managing and evaluating the sales force. Some of the key topics to be dealt in the Programme are;

- 01** Influencing sale force for improved productivity

- 02** Problem Solving and Decision Making in Sales Context

- 03** Innovative and Effective Tools for Sales force Selection and Recruitment

- 04** Develop a framework for structuring the sales force, territorial design and quota allocations

- 05** Developing Emotional Intelligence as a leader and building teams Analytics for better motivation, compensation, and performance management.

Participants Profile:

The Programme is targeted for the executives with designations similar to or like State leaders, Regional managers or National Sales Managers.

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.

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.



Management Development Programme

IIMK Campus P. O.,
Kozhikode 673 570, Kerala, India



email:mdp@iimk.ac.in



+91-(495)-2809558
+91-(495)-2809549



iimk.ac.in



[IIMKozhikode](https://www.facebook.com/IIMKozhikode)



[IIMKozhikodeYT](https://www.youtube.com/IIMKozhikodeYT)



[IIMKozhikode](https://twitter.com/IIMKozhikode)



[iimkzhikode](https://www.instagram.com/iimkzhikode)



[school/iimkmdp/](https://www.linkedin.com/school/iimkmdp/)