Sales and Distribution Management in the Age of DIGICAL (Digital + Physical)

September 11-13, 2019
MDI Campus Gurgaon
Background
Proliferation of internet, social media through affordable mobile devices, and convergence in technologies is rapidly changing the way the consumers make their purchase decisions and execute their purchases. Consumers across geographies and income strata are seamlessly surfing between the physical and digital world in their purchase process, seeking greater value through increased choices, convenience and personalized fulfillment options. Smart marketers are facilitating this shift by adapting their distribution channels to this “omni-channel” consumer behavior. Since the opportunity is immense and the rules of the game are still evolving, trial and error method is common. This is leading to sub optimal channel design, conflicts and underachievement of sales results. The sales performance could be improved significantly by understanding the drivers of these changes, and knowing what needs to be done to appropriately adapt the current channel structure and policies. This training module is designed for sales and marketing professionals, who are keen to deliver exceptional performance in the emerging distribution landscape of India. The conceptual basics would be discussed and revised with the objective of improving returns on sales initiatives.

Objective
This programme has been designed for the following learning outcomes:
• To learn about evolving distribution landscape
• Interpret impact of evolution of consumers into omni-channel buyers
• Understanding the emerging structures of sales organizations in the omni-channel world
• Enhancing sales force management capability to leverage cooperation, competition and conflict in emergent distribution channels.

Contents
The program revolves around understanding the changes in consumer’s purchase and fulfillment processes, so as to create optimal channel structures for the same. Apart from sharing the conceptual frameworks, case studies, tools and techniques that can be used, the focus would be on the sales and distribution challenges that we are likely to encounter and ways to manage the same.
The broad program structure would be as follows:
1. Evolving distribution landscape – conceptual & contextual drivers
2. Evolution of consumers (due to proliferation of technology)
3. Omni-channel marketing – challenges and opportunities
4. Sales organization for the omni-channel world
5. Conflicts and its resolution in channels function (intra and inter channel conflict and within sales force)
6. Managing cooperation and competition for effective distribution in omni-channel world
7. Learning review, conclusion and action plan

Pedagogy
The conceptual element of program will be delivered by using a balanced mix of lectures, discussions and experience sharing. The application of the concepts and ability to critically analyse emerging distribution channel landscape would be achieved by the case study method of learning.
This is designed as an intensive training program, where participants would be required to make adequate pre-class preparations for which preparatory materials would be provided in advance.

For Whom
This program is designed for sales professional in middle and senior management of mid-sized and large organizations, who are interested in updating themselves for designing and managing the distribution channels of future. It is especially useful for managers in organizations who are facing increased intra and inter channel conflict due to blurring of the channel boundaries and coping with flux in their roles and responsibilities.

Faculty
The course would be delivered by MDI faculty and professionals from industry with experience in delivering customer value and responsible for sales and distribution management.

Venue & Duration:
The programme is scheduled during September 11-13, 2019 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the afternoon of September 10, 2019 to the forenoon of September 14, 2019.

Discount Policy
With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:
1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees
Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.
The fee of the program is Rs. 36,000/- (Rupees Thirty Six Thousand only) per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. GST as applicable will be charged extra in addition to the programme fee. Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of “Management Development Institute, Gurugram (Haryana)”, and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.
Important Dates
The last date for receipt of nominations is August 28, 2019. The last date for withdrawal of nominations is August 30, 2019. Any withdrawal received after this date will be subject to deduction as per the Institute’s rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry
For any Additional information / enquiry, please write to:
Chief Administrative Officer (Programmes),
Management Development Institute,
Post Box No. 60, MDI Campus, Mehrauli Road, Sector – 17, Gurugram – 122 007, Haryana, INDIA
E-mail : caomdp@mdi.ac.in
Tel. No. : +91-124-4560004

Campus
Direct Tel : +91-124-4560004, 4560534, 4560550
Tel Nos. : +91-124-45600000, 2340173
Fax Nos. : +91-124-4560005
E-mail : caomdp@mdi.ac.in
Website : http://www.mdi.ac.in

Faculty Profile
Prof. Jaydeep Mukherjee
Professor, Marketing
Email : jmukherjee@mdi.ac.in
Phone : +91-124-4560381

Biography

Work Experience
Dr. Mukherjee blends latest academic research and industry experience to provide fresh perspective and insights to marketing problems. He had worked in industry for nine years from 1992-2001. The work experience included branch management, institutional sales responsibility and development of soft luggage range for Aristocrat luggage. He was the Product Manager forICI Paints, when the imported automotive refinish paint portfolio was introduced in India. The assignment included all India rollout, sales force effectiveness tool development, establishing a specialized sales organization for the product, complete supply chain management, and marketing strategy formulation. He was the Brand Manager responsible for implementing the sub branding strategy of Godrej refrigerators; where he also had a branch management stint in Orissa. Before joining MDI Gurgaon in 2007, he had taught at XIM Bhubaneswar and had been a visiting faculty at S.P. Jain Dubai Campus.

Teaching
He offers elective courses in Sales and Distribution, Business to Business Marketing, Product Management, Marketing Strategy, and Marketing for Virtual World to the PGDM students as well as Executive MBA students.

Training
Dr. Mukherjee has taken up numerous MDP training assignments for senior executives of Eicher Volvo, Steel Authority of India, Reserve Bank of India, Bharat Electronics Limited, Nestle India Limited, Hewlett Packard, Life Insurance Corporation of India, Jindal Stainless, Syngenta, Nalco, Orissa Mining Corporation, Coromandal Fertilizer Limited apart from delivering channel partner training for NEXA, TAFE, Mahindra & Mahindra.

Consultancy
Dr. Mukherjee had advised the Product Management team of HCL Info systems Limited on their new product initiatives and also facilitates the meetings of Customer Advisory Board. He has been a consultant and trainer for Team Computers Pvt. Limited (an IT solution provider and a prominent tier two distributor for HP India), helping in the sales force training as well as the positioning strategy formulation. He has also developed and delivered customized training programs for the Area Sales Managers and channel partners of Nestle India, Tata Chemicals, HMT Tractors, HP India.

Prof. Neelu S. Bhullar
Associate Professor, Marketing
Email : Neelu@mdi.ac.in
Phone : +91-124-4560376

Biography
PhD in Psychology, Indian Institute of Technology Kanpur, Kanpur, India. Year 2005.

The work was related to an intensive exploration into effective customer relationship management and the employee relations in the hospitality sector in India. The study made explorations into the structure and dynamics of the construct of service climate, with reference to both internal and external customer care in the hospitality industry.

MSc. (Information Systems) from London School of Economics, University of London, London, United Kingdom. Year 1991

M.B.A. with specialization in Marketing from Guru Nanak Dev University, Amritsar, India. Year 1990

B.A. (Hons.) in Economics from Guru Nanak Dev University, Amritsar, India. Year 1988

Experience
About 24 years of teaching and about 2 years experience in industry and media activity with a leading publication. She offers courses in the area of Marketing (Service Marketing, Customer Relationship Marketing etc.) and Core Courses of Marketing.

Dr Bhullar has taken up numerous MDP training assignments for senior executives in Public and private sector companies. She has also developed and delivered customized training programs for the Area Sales Managers and channel partners of Tafe, Nexa, Volvo Eicher, Nestle India, Tata Chemicals, HMT Tractors etc.

Areas of Interest
Human relations aspects in organizations, in particular, creating customer centric organizations (i.e. establishing service orientation as the organizational imperative) in the public and private sector.
Management Development Institute Gurgaon one of the leading Business Schools in India is consistently ranked among the top B-Schools of the country by reputed agencies and publications. MDI has the distinction of being the first internationally accredited Indian Business School having received international accreditation by Association of MBAs (AMBA) London in 2006. The long-term programmes of MDI have received International Accreditation by AMBA (AMBA) London re-accreditation in 2011 & 2015 and South Asian Quality Assurance Systems (SAQS) Re-Accreditation in 2013. The accreditation across the programme offerings vouch for the international quality of education imparted at the Institute.

MDI Gurgaon is a flourishing cauldron of excellence in management education, high quality research, executive development and value added consultancy. Having established its footprint worldwide, MDI’s vision is to become one of the top business schools in the world by incorporating world’s best academic practices in all its programmes, namely management and executive programmes, and training programs for the top management of the corporate world. MDI’s offerings are continuously updated in keeping with the ever-changing global business environment, social responsibilities, while setting high standards for all our stake holders.

MDI has consistently focused on designing practice oriented learning and a contemporary industry-focused curriculum, driven by our strong corporate interface. This unique blend of MDI’s global perspective and strong industry linkage contribute towards bringing best practices to corporates, through training programs as well as action-centric research and consulting. Further, it leads to collaborative research in global, cross-cultural areas of management, jointly with top-notch research driven institutions worldwide. This research has led to MDI taking a leading role in business and economic development.

MDI’s 70+ national and international faculty drawn from academics and industry make the teaching-learning process more meaningful by providing the right mix of practical insights and academic rigour. The Institute is committed towards creating a community which is vibrant and which provides a lifelong learning experience and professional development. MDI offers the following long duration programmes: PGPM, PGFHRM, PGF-IM, NMP, PGF-EM, PGPM-FT, PGF-PPM & PPM.

Continuing Education
MDI is the largest school for continuing education in the country. Business organizations in today’s world are competing in an extremely dynamic and complex environment. To cater to the need for continuous upgradation of individual and organizational capabilities, with over 45 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year. These include open programs, as well as customized organized specific training programs. These programmes help executives broaden their understanding and improve their skills to face challenges at higher positions. MDI has alliances with international business schools, industry and individual experts to offer joint programmes to address the diverse needs in continuing education.

Research and Consulting
Research and Consulting at MDI are a way to partner with the industry to resolve challenges in an ever changing environment and a way to continuously strengthen the interface between academics and practice. Faculty members independently carry out action research and consulting. MHRD has the distinction of being involved in large, complex and high quality consulting projects which help the industry with cost effective, ethical, reliable and high quality solutions of strategic value.

Research is an important constituent of MDI’s vision and mission. Consequently, MDI expects its entire academic community to be research active and to carry out research work of a consistently higher international standard that can contribute to the national goals of innovation, socio-economic development and environmental sustainability. Research can be undertaken directly by one or more faculty members, or through Centers of Excellence, which are independent entities within MDI that carry out research through their members.

MDI’s International Relations
MDI nurtures a vision to be a truly global business school. As economic networks gain eminence over geographic boundaries, MDI realizes the emerging role of international markets and the need for B-schools to groom managers with an international perspective. MDI has active linkages with Queensland University of Technology, Brisbane, Royal Melbourne Institute of Technology (RMIT), Melbourne, University of South Australia, Adelaide, South Australia, Vienna University of Economic & Business Administration, Vienna, Royal Institute of Management Development, Brussels, The Faculty of Applied Economics, University of Antwerp, Antwerp, Louvain School of Management, Louvain-la-Neuve, Fundação Instituto de Administração (FIA), Brazil, DeGroote School of Business, McMaster University, Ontario, University of Waterloo, Waterloo, Richard Ivey School of Business, Ontario, Huazhong University of Science and Technology (HUST), School of Management, Wuhan, Aigle College of Economics & Management, Shanghai Jiao Tong University, China, Cyprus International Institute of Management - Nicosia, Cyprus, Copenhagen Business School, Copenhagen Aarhus School of Business, Aarhus, Middlesex University, London, Aston Business School, Aston University, Birmingham, University of Tampere, Tamper, SKEMA Business School, ESCP Europe, Paris EDHEC Business School - Roubaix Cedex 1, Paris, IAE Aix-en Provence, Puyrارد, Total Professors Association (TPA), Paris, Toulouse Business School (TBS), Grenoble Ecole de Management, Grenoble Sciences Po Lille, Lille, Bergisch Universität Wuppertal, Wuppertal, Frankfurt School of Finance & Management, Frankfurt, IHL Leipzig Graduate School of Management, Leipzig, Manchester Business School, Munich, FPOREZHEIM University - ALBA Graduate Business School (Greece), Athens University of Economics and Business, Athens, Hungarian Logistics Association, Budapest, University of Szeged, Szeged, Boconni University, Milan,Universita Carlo Cattaneo, (ULhC), Castellamza, Nagoya University of Commerce & Business - Nagoya, Japan, Almaty University, Malaysia, Universiti Sains Malaysia, Pinang, Malaysia, Groupe Institut Supérieur De Commerce etles Entreprises - Groupe Iscaie, Morocco, Nepali Administrative Staff College, Jawalakhel, Lalitpur, Nepal, Kathmandu University School of Management, Patan, Lalitpur, Nepal, Norwegian School of Management BI, Sandvika, Nordic Centre in India, University of Oslo, RSM Erasmus University, Rotterdam, Lahore University of Management Science (LUMS), Lahore, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHIFM), Warsaw, Warsaw School of Economics, Warsaw, ISCTE - Instituto Universitário de Lisboa (ISCTE-IUL), Lisbon, Portugal, The Russian Presidential Academy of National Economy and Public Administration (RANPA), Russia, Moscow International Higher Business School "MIRBIS", Moscow, University of Maribor, School of Economics and Business, Maribor, University of the Free State, Bloemfontein, EBER School of Management, Dakar, ZHAW School of Management and Law, Zurich School of Management, Asian Institute of Technology, Pathumthani, The National Institute of Development Administration(NIDA), Bentley College University, Massachusetts, Marquette University, Wisconsin, Milwaukee, North Carolina State University, Raleigh, North Carolina, Robert H. Smith School of Business, University of Maryland, School of Public Policy, George Mason University, Arlington, Virginia, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, Smeal College of Business, Pennsylvania State University. The process of building linkages began more than a decade ago and today MDI has partnerships in almost every continent of the globe. In fact, MDI is the first B-school from India to partner with a B-school in Africa. The international partnerships encompass a gamut of interests such as joint research, executive education, and development of academic material, collaborative work on projects of international scope, faculty exchange and student exchange.