



Institute of
Business Administration
Karachi
Leadership and Ideas for Tomorrow

Workshop on Sales Force Management

Sales &
Marketing

December 21 & 22, 2015

9:30am – 5:30pm

Venue: CEE@IBA, Karachi



OVERVIEW

The design and management of sales force and distribution channels are critical components of business strategy and key elements in organizing and implementing corporate and marketing strategy. Many of the strategy implementation problems to be tackled in practice are related to sales force and distribution channels.

The program aims to introduce frameworks and develop practical managerial takeaways for effective design, implementation and management of sales force and distribution channel networks and systems.

We will identify and analyze some fundamental decisions to be made regarding the design of channel structures and systems.

WHO SHOULD ATTEND?

The course will be extremely useful for managers in marketing, consulting or corporate strategy development since effective sales and distribution channels are a key source of competitive advantage and an essential element of implementing and developing strategic plans.



FACULTY

Wasim Azhar

Currently, Director, Excellence Exchange and Coaching Connection Programs, Center for Teaching Excellence, HAAS School of Business

Education

- PhD (Systems Engineering), University of Pennsylvania
- MSc (Systems Engineering & Computer and Information Science), University of Pennsylvania
- MSc (Electronic Engineering), UET, Lahore, Pakistan
- MBA, Wake Forest University Karachi

Professional Experience

- 38 years of extensive teaching experience especially in the subjects like International & Global Marketing
- Also at present, Lecturer, HAAS School of Business
- Advisor to the Board of Governors, Lahore University of Management Sciences, Pakistan
- Contributed: towards the capacity building of faculty & conducted lectures as a Visiting Faculty

TOPICS COVERED

- Selection of types of channel intermediaries
- Targeted intensity of market coverage
- Desired channel length and breadth
- Terms of contracts between channel members.
- Issues relating to hybrid and multiple channel systems.
- Design and management of a direct sales force without intermediaries
- Sales force deployment
- Quota management
- Motivating sales force
- Performance evaluation
- Compensation
- Managing channel structures that use a combination of direct and indirect channels.
- Identify the linkages of channel management with other elements of the marketing mix
- Issues regarding ongoing management and coordination of channels as markets evolve, including how channel conflict and channel power influence behavior of channel members and affect channel function and performance.
- How firms can respond to the challenge of building channel cooperation and working relationships among channel members to improve the productivity and efficiency of channels as products and markets evolve.

Workshop Fees PKR 40,000/participant

Inclusive of Course material, IBA Workshop Certificate, Lunch, Refreshments & Business networking

Experience

EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)
Institute of Business Administration City Campus.
Off Garden Road, Karachi-74400.

For Further Information

T: (92-21) 38104701 (Ext. 1804, 1807, 1809)

F: (92-21) 38103008

Email: ceeinfo@iba.edu.pk Visit: cee.iba.edu.pk

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