



Profitable Customer Acquisition and Retention.

Background

The course is designed for junior to middle level sales managers who are in the area of Business Development in an organisation. The course is apt and most suitable for service related non FMCG companies.

The course is to create orientation for “Customer, Product and Seller” approach for profitable customer acquisitions. The course would set up a logical framework for creating acquisition strategies, which are not just generic in nature but are customised to the nature of product and its target audience. The course deals in details of effective retention strategies. The course uses the concepts of Customer journey management – aligning selling process to customer buying journey

Content

- “Selling” vs “Customer Acquisition” mind-set
- Introduction of CPS framework
- Selling approach and sales process
- Sales force effectiveness
- Customer retention strategies.

Pedagogy

Living upto the strong learning philosophy of IMT-Ghaziabad that “Doing leads to Knowing”, the course would be delivered through fusion of class lectures, real life business case studies and exercises

Intended audience

Middle level Sales Manager

Duration

Two-day programme

Profile of the programme director

SK Palekar, fondly known as “Bal” Palekar, came into education industry in 2009 after 34 years of working for P&G, Cadbury, MRF, Balsara, Onida and Eureka Forbes. He headed Marketing at Eureka Forbes for over 10 years as Senior VP. He was also the Head of knowledge management and Marketing Director of Asia for their JV, and Founder of Eureka Forbes Institute of Environment. At S P Jain Institute (Top 10 in India) he was a Professor of marketing and also chair their Executive Education Center.

He is on the boards of some public companies and serve on some industry bodies too. He is M Sc in Physics and MMS in Marketing from the Bajaj Institute. Bal Palekar is also actively involved in consultancy.

Rakesh Mediratta: Before joining IMT Ghaziabad, Rakesh was as senior business development professional with experience of over 29 years. He has worked in FMCG, Apparel, Fashion and



Telecom industries with assignments at a National and Regional level. His subject matter expertise is in Retail Marketing, Sales, Distribution and Customer Experience.

He started his career as a Management Trainee with Hindustan Lever Ltd and moved on to work with TTK Parma Ltd. He subsequently moved to Raymond Ltd where he held the position of National Sales Head- Park Avenue. His last assignment was as Vice President-Retail at Vodafone, based out of Delhi.

Rakesh did his graduation from BITS (Pilani) and MMS from University of Mumbai.

Price & venue

Rs 35,000 per person , IMT Ghaziabad