

# KARPAGAM ACADEMY OF HIGHER EDUCATION

## DEPARTMENT OF MANAGEMENT

### Workshop on SALES FORCE MANAGEMENT

Date: 16.09.2017

Time: 10.00 AM

Venue: MBA SEMINAR HALL

Resource Person

**DR. GANES M. PANDYA**

T.A.PAI MANAGEMENT INSTITUTE  
Manipal, Karnataka







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(Deemed to be University)

(Established Under Section 3 of UGC Act, 1956)

Pollachi Main Road, Eachanari Post, Coimbatore - 641 021, Tamilnadu, India.

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**18.09.2017**

**Coimbatore**

## **Report of Workshop conducted by Department of Management on Sales Force Management**

Date	Time	Proramme	Chief Guest	Participants
16.09.2017	10.00am to 5.00pm	One-day workshop on Sales Force Management	Dr.Ganes M. Pandya T.A.PAI Management Institute, Manipal	109 MBA Students

The Department of Management, KAHE, has conducted One-day workshop on 'Sales Force Management' for the students of Department of Management on 16.09.2017. The Inaugural was at 10.00a.m in MBA Seminar Hall. The function begun with Tamilthai Vazhlthu, followed by the presidential address given by Dr.S.Sudalaimuthu, Vice Chancellor, Karpagam Academy of Higher Education, key note address given by Dr.R.Sundararajan, Registrar, Karpagam Academy of Higher Education, followed by felicitation given by Dr. M .P. Palaniswamy, FASH Dean, Karpagam Academy of Higher Education, the chief guest address was given by Dr.Ganes M. Pandya, T.A.PAI Management Institute, Manipal and Vote of thanks was given by the Head of the Department.

The main objective of the Workshop was to provide insights into Sales force Management and the career opportunities in the field.

Agenda of the Workshop was,

- Basics of Sales Force Management
- Sales Operations – Building Teams
- Sales Strategy – Sales Pipeline
- Sales Analysis – Reporting
- Sales Careers

The session started with the basics of Sales force Management which consisted of the process of selling and the ways to handle it. The next session was about sales operations which is about building a strong sales team and how to get work from sales team and ways of achieving targets.





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The next session was about sales strategy where the guest spoke about sales pipeline, which helps in attaining sales goals. The sales Analysis was about the need for reporting and follow up. The guest also spoke about the various career opportunities prevailing in this field for young talented students.

The session ended with a vote of thanks by Dr.M.Ashok Kumar, Head of the Department, Department of Management, Karpagam Academy of Higher Education, Coimbatore.