

# STRATEGIC SALES MANAGEMENT Consumer Products B2C

**Date:** 2018-02-15 - 2018-02-17

**Venue:** Tata Management Training Centre, 1, Mangaldas Road, Pune  
411001

## Overview

Selling in B2C is typically a short sales cycle as consumers are more apt to make buying decisions quickly based on a perceived immediate need and sometimes even impulsively as compared to corporate sales that are planned, evaluated over a longer term. In a B2C environment, the decision makers and influencers are the immediate family members and social circle of colleagues and friends, whereas, in a B2B scenario a hierarchy of decision makers are involved in the process. It is more common in complex sales that a B2B seller is confronted with multiple buying roles. However, B2C environment typically means high presence of multiple competitors in most markets and needs to constantly adapt due to the changing needs and wants of buyers. In order to effectively cover large markets that may be spread across regions and smaller cities, an organization typically requires a larger sales force and a deep distribution network.

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## Objectives

At the end of the course, the participants will be able to Explore new strategic approaches to business Adapt and adopt new business models in the changing world Steer the sales organization effectively Execute new approaches to both Key Account Selling & Channel Selling for a differentiated performance.

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## Fees

INR 57,500/- (Fifty Seven Thousand Five Hundred only) per participant plus taxes as applicable. This is a residential program (on double occupancy basis) and the fee includes course fee, cost of instructional material/program kit, food and shared accommodation for participants. Full participant fee (plus applicable taxes) is payable against pro-forma invoice

which will be sent upon receipt of nomination(s).

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### **Program Directors**

Mr. Karn Bhatia

+91-20-66091095,

kbhatia@tata.com

### **Program Coordinators**

Ms. Srividya Bhalerao

+91-20-66091029,

sbhalerao@tata.com