

About the course **Strategic Sales Management**

Course Presenter : IIT Roorkee July 2018

The Strategic Sales Management course provides insights into developing and implementing effective sales strategies. Learn about sales planning, customer segmentation, relationship management, sales forecasting, and sales performance analysis. This course equips you with the skills to align sales efforts with organizational goals, optimize sales processes, and drive revenue growth. Join us to enhance your strategic sales management capabilities and achieve sales success. IIT Roorkee July 2018

Marketing Category's Courses

Course Lesson(42)

Lesson 1 : [Strategic Sales Management Prof sourabh arora Prof kalpak kulkarni](#)

Lesson 2 : [Lecture 01 Breaking the Myths and Learning the Basics Prof Sourabh Arora](#)

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Lesson 4 : [Lecture 3 Tactical Role of Sales Management Prof Sourabh Arora](#)

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[Lecture04 Complexities in Sales Management and Characteristics of Modern Selling Prof Sourabh Arora](#)

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Lesson 7 : [Lecture 06 Selling in a VUCA World Prof sourabh arora](#)

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[Lecture 08 Use of Marketing Principles in Creating Strategic Sales Plan Prof kalpak kulkarni](#)

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[Lecture 09 Sales Forecasting Methods for Informed Decision Making Prof Kalpak Kulkarni](#)

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[Lecture 10 Tools to Assess Market While Developing Strategic Sales Plan Prof Kalpak Kulkarni](#)

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Lecture 18 Consumer and B2B Decision Making process Selling and Consumer Behavior

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Lecture 21 Key Account Management Customer Centric Selling and CRM Strategies Continued

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Lesson 24 : **Lecture 23 Preparing for a Sales Role Prof sourabh arora**

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