Mindluster Platform

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**

Lesson 3 : **Lecture 02 Evolution and Role of Sales Management Prof Sourabh Arora**

Lesson 4 : **Lecture 3 Tactical Role of Sales Management Prof Sourabh Arora**

Lesson 5 :
Lecture04 Complexities in Sales Management and Characteristics of Modern Selling Prof Sourabh Arora

Lesson 6 : **Lecture 05 Difference Between Sales and Marketing prof sourabh arora**

Lesson 7 : **Lecture 06 Selling in a VUCA World Prof sourabh arora**

Lesson 8 : **Lecture 07 Place of Selling in Overall Marketing Plan Prof Kalpak Kulkarni**

Lesson 9 :
Lecture 08 Use of Marketing Principles in Creating Strategic Sales Plan Prof kalpak kulkarni

Lesson 10 :
Lecture 09 Sales Forecasting Methods for Informed Decision Making Prof Kalpak Kulkarni

Lesson 11 :
Lecture 10 Tools to Assess Market While Developing Strategic Sales Plan Prof Kalpak Kulkarni

Lesson 12 : **Lecture 11 Models of Sales planning Prof Kalpak Kulkarni**

Lesson 13 : **Lecture 12 Types of sales man and what makes a good sales man Prof Sourabh Arora**

Lesson 14 : **Lecture 13 Buying Centre and stages of sales call Prof Sourabh Arora**

Lesson 15 : **Lecture 14 Transformative Factors And Evolved Selling Process And Theories**

Lesson 16 : **Lecture 15 Miller Heiman approach and virtual framework strategic selling**

Lesson 17 : **Lecture16 Miller Heiman Approach And Virtual Framework Strategic Selling Continued**

Lesson 18 : **Lecture 17 Buyer Persona and Consumer and B2B Decision Making process**

Lesson 19 :

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

Lesson 20 : Lecture 19 B2B Decision Making Process and Difference in B2B and B2C Selling

Lesson 21 : Lecture 20 Key Account Management and Customer Centric Selling

Lesson 22 :
Lecture 21 Key Account Management Customer Centric Selling and CRM Strategies Continued

Lesson 23 : Lecture 22 Key Responsibilities of Salespeople Prof sourabh arora

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

Lesson 25 : Lecture 24 Preparing for a Sales Role Continued Prof Sourabh Arora

Lesson 26 : Lecture 25 Personal Selling Skills and Motivating Sales Team Prof Sourabh Arora

Lesson 27 :
Lecture 26 Personal Selling Skills and Motivating Sales Team Continued Prof Sourabh Arora

Lesson 28 : Lecture 27 Meaning and Role of Sales Intelligence Prof Kalpak Kulkarni

Lesson 29 : Lecture 28 Data for Sales intelligence Prof Kalpak Kulkarni

Lesson 30 : Lecture 29 Ideal Customer Profile Prof Kalpak Kulkarni

Lesson 31 : Lecture 30 Data Driven Approaches to Selling Prof Kalpak Kulkarni

Lesson 32 : Lecture 31 Social Media for Lead Generation

Lesson 33 : Lecture 32 Understanding International Selling Prof Kalpak Kulkarni

Lesson 34 : Lecture 33 Global Sales Dynamics and Sales Force Management Prof Kalpak Kulkarni

Lesson 35 : Lecture 34 Do s and Don ts of International Selling Prof Kalpak Kulkarni

Lesson 36 : Lecture 35 Role of culture in International Selling Prof Kalpak Kulkarni

Lesson 37 : Lecture 36 Challenges of Selling in International Markets Prof Kalpak Kulkarni

Lesson 38 : Lecture 37 Role of technology management in selling Prof Kalpak Kulkarni

Lesson 39 : Lecture 38 Use of Sales force Automation for Effective Selling Prof Kalpak Kulkarni

Lesson 40 : Lecture 39 Role of AR VR and AI in Selling Prof Kalpak kulkarni

Lesson 41 : Lecture 40 Managing a Diversified Sales force Prof Kalpak Kulkarni

Lesson 42 : Lecture 41 Ethical and Social issues in Selling Prof Kalpak Kulkarni

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