

jigsaw
A UNEX COMPANY

In Collaboration With



भारतीय प्रबंध संस्थान इंदौर
Indian Institute of Management Indore

Executive Program In **Strategic Sales Management**

Become a high-performing Sales
Strategist in the digital world &
learn to sell without "selling".



Table Of Contents

01	Strategic Sales Management: A Gateway To Success
02	Executive Program in Strategic Sales Management: Reinvent Your Future
03	Program Highlights
04	The Curriculum
05	Learning Outcomes
06	Explore Diverse Profiles Within The Sales Domain
07	The Faculty
08	How to Apply?
09	Who can Apply?
10	About Jigsaw Academy
11	About IIM Indore
12	Contact Us

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You sell more when you stop selling.

- David Meerman Scott

”

Strategic Sales Management: A Gateway To Success

The digital age has catalyzed a rapid change in multiple domains. Consequently, Sales organizations are undergoing rapid transformations and will continue to evolve in the future. As per Oxford's 'Overview Strategic Sales and Sales Management' handbook, an important change that has occurred during the previous decade in many sales organizations is a shift away from a tactical focus to a strategic emphasis. The strategic transformation will impact the Salespeople and Managers alike, requiring training and career development initiatives to meet new role expectations.

Success is only a step away for Sales Professionals who can coordinate direct sales, inventory control, sales reporting, and sales performance analysis, calibrate & recalibrate targets after strategizing, show involvement in strategic decision making at the corporate and business strategy levels, work on market sensing and analysis building cross-functional collaborative relationships, and serve as the customer's advocate inside the organization.

With the right training in Strategic Sales Management, learners can transform into digitally sound Sales Strategists who can meet the organization's needs and be future-ready for upcoming challenges in the Sales domain.

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*Sales is not about selling anymore,
but about building trust and educating.*

- Siva Devaki

”



Executive Program in Strategic Sales Management: Reinvent Your Future

According to a PayScale research, an entry-level Sales Professional with less than a year of experience in India can earn an average total compensation of ₹333,299. With experience and time, this figure can go up to ₹950,000 and more.

Aspirants looking to reach greater heights in this career domain must invest in an upskilling program that can unveil their true potential. Thus, Jigsaw Academy and IIM Indore have collaborated to design the Executive Program in Strategic Sales Management to aid aspiring as well as existing Sales Professionals to become a high-performing and dynamic sales force.

This 4-month online executive program provides learners with interactive learning sessions with expert faculty both from IIM Indore & Jigsaw Academy. The learning structure is greatly supported by case studies, multiple module-based assessments, group discussions, industry veterans-led workshops, and more. Learners will develop a broad understanding of emerging Sales frameworks, explore the characteristics of exceptional Sales Professionals, ideate and execute methods to boost their team's success and, in turn, drive their organization's revenue through the pedagogy of the program

Program Highlights



Program curated & certified by India's Best - IIM Indore & Jigsaw Academy



Live weekend online classes for working professionals



A unique program focussing on the basic understanding of acquiring & retaining clients, new-age sales strategies to grow business & strategic sales management



The only program in the country that covers end-to-end foundational concepts in sales to strategic sales for scale



Aid in upgrading sales strategy & management performance in a digital ecosystem through Case studies, workshops, assessments and presentations for an enhanced hands-on learning experience



Offers the prestigious IIM Indore Certification & Executive Education Alumni Status

Duration: 4 months

Format: Online live sessions

The Curriculum

Executive Program in Strategic Sales Management, a unique 4-month course, has been formulated by expert faculty from IIM Indore & SMEs from Jigsaw Academy to train learners to become high performing Sales Strategists in the digital world.

Detailed Program Structure

Sales 2.0 - How To Sell Effectively In The Vuca World

- Impact of Covid on the sales approach
- How to build enduring customer relationships virtually?
- VUCA - Tackle Volatility, Uncertainty, Complexity and Ambiguity

Customer Centricity In Sales Management

- Consumer journey mapping
- Consumer Persona
- Creating, communicating and delivering the value

Understanding Sales Process

- Enhance your selling and persuasion skills
- Steps in a sales process
- Manage your competitors
- Customer relationship management

How To Generate The Right Leads

- Build a strong & diverse network
- Develop partnerships and alliances
- Convert cold calls to meetings
- Effective communication with prospects
- Proactively pursue your prospects
- Manage the pipeline & generate accurate forecasts
- Networking through social media (Linkedin)

Managing Channel Partners

- Selecting and managing channel partners
- Multichannel approach in sales management
- Handle objections, concerns and constraints
- ROI issues in managing channels

Managing Sales Team

- Understanding sales team
- Leverage your marketing team
- Evaluating sales team performance
- Managing individual in team
- Build the right sales culture

Emerging Issues In Sales Management

- Managing diversity in sales management
- Managing inbound vs outbound marketing
- Technology in sales management
- Ethics in sales management

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Great Salespeople are relationship builders who provide value and help their customers win. but about building trust and educating.



- Jeffery Gitomer

”





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*It's not about having the right opportunities.
It's about handling the opportunities right.*

- Mark Hunter

”

Learning **Outcomes**

You'll become a perfect Sales Leader post successful completion of the course, because during the Executive Program in Strategic Sales Management you will:



Master foundational concepts in sales to strategic sales for scale



Understand strategic aspects of sales through case-based learning



Be aided in upgrading sales strategy & management performance in a digital ecosystem



Cover key concepts related to digital sales: CRM, Inbound/Outbound Lead Generation, Lead Nurturing through Automation



Crack the end-to-end process of a sales lifecycle



Learn to adapt to an approach that'll drive sales excellence



Enjoy world-class coaching from seasoned sales experts & top-notch IIM Indore faculty

Diverse Profiles Within The Sales Domain One Can Explore With The Help Of This Program



**Area Sales
Manager**



**Relationship
Manager**



**Regional Sales
Manager**



**Operations
Manager**



**Business
Development
Manager**



**Customer Success
Manager**



**Inbound Sales
Manager**



**Outbound Sales
Manager**



**Account
Manager**



**Sales
Operations**

“



*Treat objections as requests
for further information.*

- Jeffrey Gitomer

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*Ninety percent of selling is conviction and
10 percent is persuasion.*

- Shiv Khera

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The Faculty



Dr Manoj Motiani
Associate Professor
IIM Indore

Dr. Manoj Motiani has completed his FPM from IIM-A & has also won the IFCI award for the best thesis in the same. He has presented his paper at Yale China India Insights Conference, New York. In 2013, he represented IIMA at the University of Michigan as AMA Sheth Scholar. Known as a marketing genius, Dr. Manoj has also conducted sessions in Faculty Development Programmes (FDP), Summer School, & Management Development Programmes (MDP) at IIMA. His research interests include Sales management, Service marketing and Neuro-marketing.



Devayani Choubal
VP– Enterprise Sales,
UNext

With over 29 years of experience in the field of Business Management and Sales, Devayani Choubal possesses expertise in driving massive clientele and expanding accounts as a Key Account Manager. She also contributed to aiding talent transformation and corporate training partnerships with top MNCs and building strong and long-standing business relationships. Devayani is also an alumnus of Welingkar Institute of Management (Bombay) and holds a Bachelor's degree in Engineering and Electronics from Jiwaji University, Gwalior.



Aditya Billore
Assistant Professor
IIM Indore

Aditya Billore is has completed his FPM from IIM Indore. With an extensive teaching experience of over 7 years, his teaching interests include Advertising in New Media & Experimental Research Designs in Marketing. When it comes to research, his interests include Digital advertising and Consumer Behavior. According to colleagues and friends, Aditya can explain complex issues efficiently and has a great sense of humor, making him an interesting personality to be around.



Bhaskaran Srinivasan
Chief Academic Officer,
UNext

Bhaskaran Srinivasan leads the academic initiatives, design, and delivery programs at UNext. As a certified EFQM and CMM assessor, he's a Strategy Advisor for product startups. He is also an accredited CEO Coach at the Coaching Foundation of India. Formerly, Bhaskaran supervised operations at top MNCs like Robert Bosch India, Philips Innovation Campus, and Philips Electronics India Ltd.



Subin Sudhir
Associate Professor
IIM Indore

Subin Sudhir has been a part of international avenues like the AIM-AMA Sheth Foundation Doctoral Consortium, AMA Marketing Educators Conference, INFORMS Society for Marketing Science Conference, Australia & New Zealand Marketing Academy conference, etc. Completing his FPM from IIM Kozhikode, he has worked with IIM Trichy, Institute for Financial Management & Research (IFMR), Institute for Customer Relationship Management (iCRM), Tata Elxsi Limited, & Wipro Technologies. With research interests in Consumer Behavior, Word of Mouth, & Rumor Research in Marketing, Subin's work has been published in several international journals.



Balaji VK
VP- B2C Sales,
Jigsaw Academy

Balaji VK is the Vice President for B2C Business at Jigsaw Academy. He possesses more than 18 years of experience in Sales and Training. Responsible for driving the B2C revenue numbers at Jigsaw Academy, Mr. Balaji has had successful stints with market leaders in the BFSI & Edtech sectors across India and International markets. He is highly experienced when it comes to setting up and managing large Inside Sales teams.



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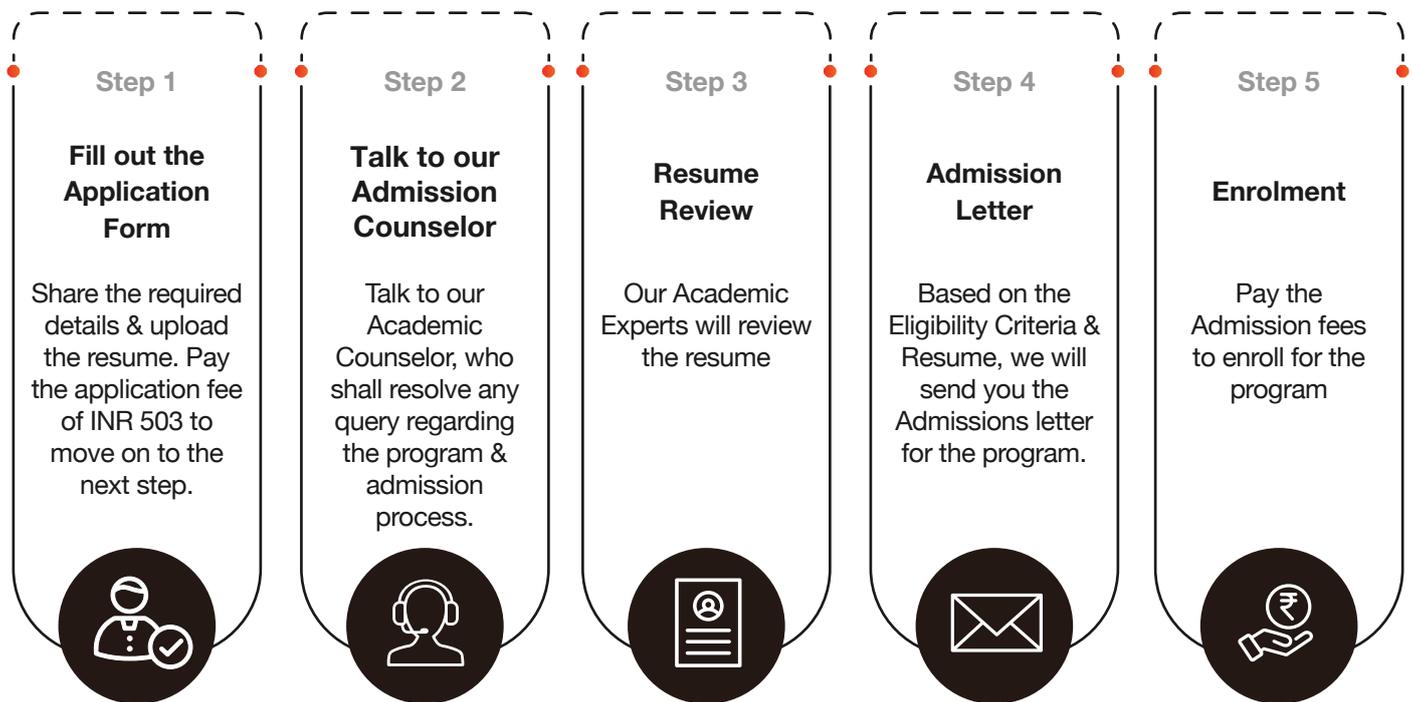


*If you are not taking care of your customer,
your competitor will.*

- **Bob Hooley**

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How to **Apply?**



Who Can **Apply?**



Recommended For:

- ✓ Aspiring Sales Professionals with graduation in any discipline
- ✓ Sales Professionals looking at upskilling in Strategic Sales Management
- ✓ Individuals planning sales strategy and implementing sales force decisions



Eligibility Criteria:

Graduation with minimum of 2 years of work experience

About **Jigsaw**

At Jigsaw (A Part of UNext, Backed by Manipal Group), we offer the most industry-relevant holistic interactive learning programs across emerging technologies. These SME-designed programs are delivered by expert faculty along with facilitating live interactions with industry experts for relevant guidance. These programs are aimed at making learners competent professionals with the relevant skillset for a successful career!

34%

Average percentage of salary hikes received by Jigsaw alumni

2,500+

Number of companies that hire Jigsawites

3,000+

Job postings on the Jigsaw career board in 2020



Recognized as the No. 1 institute for data science training in India over the last multiple years



Awarded the prestigious "Partner of Excellence Award 2019" by NASSCOM for our contribution towards training professionals in future skills

An illustration of a modern building with a large glass facade and a white sign on the roof that reads "jigsaw" in a stylized font. A green tree is visible in the bottom right corner.

jigsaw

About **IIM Indore**

Established in 1996, Indian Institute of Management Indore has been a leader in the field of management education, interfacing with the industry, government and PSUs. It is promoted and nurtured by the Ministry of Human Resource Development, Government of India and is an institute of national importance under the Indian Institutes of Management Act 2017. IIM Indore seeks to be a contextually-relevant business school with world-class academic standards that develops socially-conscious managers, leaders and entrepreneurs. In recent times, IIM Indore has bagged the Fifth Rank (5th Rank) in the National Institute Ranking Framework (NIRF) announced by the Ministry of Human Resource Development (MHRD), Government of India on April 08, 2019.



Contact Us

To know in detail about the program and its prospects,
get in touch with our academic counselors today!



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Jigsaw

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