

SPIN SELLING AND SALES MANAGEMENT

Objectives:

The objective of the Course is to provide an understanding of Sales Management with particular emphasis on Spin Selling.

Detailed Description/Contents:

Part A: Sales Management:

- Introduction to Sales Management and Personal Selling
- Relationship between Sales and Marketing; Sales related Marketing Policies
- Buyer-Seller Dyads and Theories of Selling
- The Sales Process and the Stages of Selling
- Salesforce Management
- Quotas and Sales Territories

Part B: Spin Selling:

- Introduction to Spin Selling
- The Stages of a Sales Call
- Customer Needs: Implied and Explicit
- The Spin Model and the Spin Strategy: Situation Questions, Problem questions, Implication questions, Need-Payoff Questions
- Evaluating the Spin Model

Part C: Exercises and Assignments

Target Audience:

People from industry, academicians, students.

Mode of Delivery:

Lectures through audio-visual presentation, Structured exercises, Group discussion and Case studies.

Programme Fee:

Rs.15,000.00 per participant (Non-residential)

Programme Date:

April 5-7, 2012

Venue:

IIT Kharagpur Kolkata campus, Sector III, Salt Lake

Coordinator(s):

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VINOD GUPTA SCHOOL OF MANAGEMENT

INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

KHARAGPUR, INDIA 721302

APPLICATION FORM

Management Development Programme (MDP)

Title of the Programme	Spin Selling and Sales Management			
Duration of the	April 05-07, 2012			
TO BE FILLED BY THE PARTICIPANT				
Name:				
Gender:			Age:	
Designation:				
Organisation:				
Address for Communication:				
Phone:	(Office)		(Residence)	
Mobile:				
Email:				
Present Responsibilities:				
Designation of the executive to whom you report:				
QUALIFICATION				
Degree	College/Institute	University	Subjects	Year

WORK EXPERIENCE				
Organisation	Location	Designation	Duration	
ORGANISATION DETAILS				
Annual Sales (Last Year):		Major Products:		Number of Employees:
OTHER PROGRAMMES ATTENDED				
Programme Title		Organised By	Duration	Year
Your Expectations from the Programme:				
TO BE FILLED BY SPONSOR				
Name of the Company:			Designation	
Address for Communication:				
Phone:		Fax:		Email:
I approve the above applicant for attending the Management Development Programme on Spin Selling and Sales Management organised by VGSOM, IIT Kharagpur.				

Date:

Signature of the Sponsor