



CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA

**CERTIFICATE PROGRAMME
IN SALES AND CHANNEL MANAGEMENT**

Designed for early-stage executives in sales, this short-duration programme aims at providing the participants with an overview of the essential concepts of sales and distribution channel management and is delivered through online sessions on weekends.

Programme Objective

The programme aims at helping participants understand the art and science of sales and distribution channel management for profitable growth.

Who Should Attend?

Graduates in any discipline with up to five years of experience in sales/marketing

Programme Duration and Delivery

Duration: Three months

Delivery: Online sessions on Saturdays + one campus visit (offline)

Session distribution:

No. of Sessions* per Day	No. of Days	Total Sessions
3	10	30
6	1	6
Grand Total		36

*Each session will be of one hour.

Programme Fee

Rs. 30,000 + GST as applicable

Pedagogy

Case discussions, role plays, presentations, and projects

Eligibility

Graduates in any discipline with up to five years of experience in sales

Programme Content

An indicative list of topics to be covered:

Evolution of the marketing concept
The sales process
Personal selling and sales promotion
Sales forecasting
Designing and managing sales territories
Setting sales quotas/targets
Sales budget
Managing sales teams: training, motivation, and compensation
B2B sales
Distribution channels
Designing and managing channels
Digital channels in sales

Programme Directors

Prof. Bidhanesh Misra

Prof. G K Murthy

Tentative Start Date

September 2023