

## **National Sales Conclave Organised by G.H.Raisoni School of business .**

**Date : 13/01/2014**

G.H.Raisoni School of business organised National Sales Conclave It was a junction where Sales Gurus discussed their experience with Sales Academicians and shared their knowledge with Sales Practitioners from all forms of selling like Direct Selling, Modern Retail Trade, Key Account Selling, Industrial Selling and Channel of Distribution. National sales heads of brands like Nestle, ICICI Bank, Airtel, Godrej & Boyce, Times of India, Mahindra Holidays, HDFC Securities, Strategic Concepts, HDFC Life, Tata Communication, HUL, Axis Bank, Bosch, Havels, L&T , Crompton Greaves, Inspiring Souls have interfaced with “Subject Matter Experts” from leading management institutes like IIM, XLRI. Sales professionals from all walks of life have participated in the “Mecca of Sales”. Strategic Concepts Pvt Ltd, a leading Sales Management Consulting firm of India, was the Knowledge partner of this conclave.

The Conclave started with the inauguration ceremony at 10.00 am by hands of Dr. Ravindra Aher, Mr. Sandeep Mishra, Col. Sudhir Sinha, Mr. Balan Kannan, Dr. Rakesh Singh, Mr. Sanjay Singh. The Conclave had included tracks on DNA of a sales person, Mid life crisis on sales, Monitor, Maintain and measure in sales metrics, Recruitment, retention & result.

Session 1 : DNA of a sales person was delivered by Mr. Sandeep Mishra V.P. & Head Training, Max Life Insurance. The session was very enthusiastic. He explained the attributes of an ideal salesman. Being basically from the area of training enlighten the audience with the required skill set for being into sales and marketing.

Session 2 : Sale metrics was delivered by Dr. P. Venugopalan, Professor Sales and marketing, XLRI Jamshedpur and Dr. Rakesh Singh. Research fellow at XLRI Jamshedpur. They shared their on Monitoring, maintaining and measuring the in sale force of the organisation.

Session 3 : Live sale clinic was taken by Mr. Sanjay Singh” Proprietor Strategic Concepts Pvt Ltd, a leading Sales Management Consulting firm of India, was the Knowledge partner of this conclave. He conducted the live sales demo for encouraging the participants to give their best in the field and enjoy it.

Session 4: The track on Mid live crisis was taken by Mr. Sitesh Prasad National Head, Mahindra Holidays & resort India Ltd. He enlightened on how to tackle the crisis in sales at the declining phase.

Session 5 : Monitor, maintain and measure was delivered by Mr. Balan Kannan, Head CCGSD, Nestle India Pvt. Ltd. He very well explained the subject with simple examples in the way participants can learn.

Session 6 : Last session Chak de Get Set Go! was being delivered by Col. Sudhir Sinha, MD, Inspiring souls. The session was excellent as he actually gave the mantra of being self motivated.

Overall all the speakers were best at delivering on the specific tracks. The conclave was successfully organised and ended with the valedictory note given by Group Director, Dr. Ravindra Aher.

### Glimpses of National Sales Conclave- 2014





### Feedback of National Sales Conclave

Sr.no.	Name of Speakers	Analysis of Feedback in Percentage
1	Mr.Sandeep Mishra	81.52
2	Dr.Pingali Venugopal	77.33
3	Mr.Balan Kalan	86.29
4	Mr.Sanjay Singh	81.52
5	Mr.Sitesh Prasad	81.14
6	Dr.Rakesh Singh	74.67
7	Col.Sudhir Sinha	91.05



