



Alumni class room connect on "Effectiveness of Sales Management"

TITLE	Alumni class room connect on "Effectiveness of Sales Management"
Date	Feb 10, 2020 - Feb 10, 2020
Summary	<p>There is no bigger challenge in the sales process than moving from the selling side to the sales management side. A successful sales representative needs a thorough understanding of the features, advantages and benefits of the product, and the skills to connect the value of that product with the needs of the customer.</p> <p>In order to let students know more about Sales Management and its future scope in current industry, Academic department of RDIAS has organized an Alumni Class Room Connect on "Effective Sales Management "For the students of MBA (IV and II) and BBA (VI) semester.</p> <p>The key speaker of the session was Mr. Rahul Subnani, Senior Manager, MedleyMed (a unit of Athena Technologies). He has given students a brief idea on Sales Management and what all basic skills that is required to be an effective Sales Manager. He has also explained student major personality traits that an every Sales Manager should have. Going forward, he has introduced his company culture with the students as a practical example showcasing how they basically manage their sales records using various databases. Sir has explained major steps of sales management that every organization follows.</p> <p>Sir has also through light on how to generate more sales through ecommerce site. Sir has explained that companies are today using ecommerce marketing to promote their online store as a whole or to drive more sales for specific products. He has also explained the concept GMV (Gross merchandise volume).</p> <p>At end, sir had Handled queries and suggest some important URL like iimjobs.com, internshala.com etc. that can help them in their future placements or internship..</p> <p>Overall it was a very knowledge gaining session for all the attendees.</p>