



RUKMINI DEVI
Institute of Advanced Studies

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DOSSIER

ON

Alumni class room connect on "Effectiveness of Sales Management" (Internal Event)

Academic Committee

ON

10/02/2020



Submitted By:	Sunil Kumar Yadav
Designation:	Asst. Professor
Submitted On:	18/02/2020
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Title	Submission of Dossier for "Alumni class room connect on "Effectiveness of Sales Management""
Resource Person/Facilitator	Mr. Rahul Subnani
Date	10/02/2020

Summary

In order to let students know more about Sales Management and its future scope in current industry, Academic Committee, RDIAS, organized an Alumni Class Room Connect on Effective Sales Management for the students of MBA (IV and II) and BBA (VI).

The key speaker of the session was Mr. Rahul Subnani, Senior Manager, MedleyMed (a unit of Athena Technologies). He gave students a brief idea on Sales Management and what all basic skills are required to be an effective Sales Manager. He also explained to the students various personality traits that every sales manager should have. Moving forward, he apprised the students about his company culture as a practical example showcasing how they manage their sales records using various databases.

Sir also threw light on how to generate more sales through ecommerce site. He emphasized on the importance of using ecommerce marketing to promote online store as a whole and to drive more sales for specific products. He also explained the concept GMV (Gross merchandise volume).

At the end, he shared some important URL like iimjobs.com, internshala.com etc. that can help the students in their future placements or internship. Overall it was a very knowledge gaining session for all the attendees.

Dossier Image



1.Mr. Rahul Subnani sharing valuable knowledge with the students..!!



2.Students giving attention to the speaker..!!



3. Speaker is handling the queries of the student to make them clearer about the session. .!!