



BECAUSE **THEORETICAL** < **EXPERIENTIAL**

A photograph of a man in a dark suit seen from behind, gesturing with his right hand towards a large, blurred audience in a lecture hall or conference room. The lighting is dim, with a blueish tint.

Earn industry insights from Amity Faculty who have developed over **1,600** case studies, bought by **490** institutions like Harvard, Yale, KPMG and McKinsey, across **62** nations.

## **Gaining Competitive Edge through Better Marketing and Sales Planning**

Executive Development Program  
Amity Business School  
Amity University Uttar Pradesh  
Sector 125, Noida, India

## Program Details

The business world is becoming highly competitive. Customers have too many choices as well as access to large volumes of information. The advent of digital technologies is reshaping the way contemporary business is being conducted. This program aims at helping Sales and Marketing teams in updating their knowledge and skills to deal with changing customer tastes and preferences with this paradigm shift. It will equip them to face the competition more effectively.

## Objectives

- To develop an understanding of emerging market conditions and nature of competition.
- To develop an insight into the various underlying concepts driving marketing strategies.
- To sharpen the skills of sales and marketing teams for effective negotiation and closure of deals.

## Learning Outcomes

Upon successful completion of the Program, the participants will be able to:

- Understand the relative strengths and weaknesses of their marketing strategies in the changing business environment
- Bring about the desired changes in their marketing and sales efforts to ensure a sustainable competitive advantage
- Negotiate effectively and close the deals with positive perception in the mind of the customer about the value proposition.

## Session Details

Session	Theme	Contents	Facilitator
I	<b>Enhancing selling effectiveness by creating the right value proposition</b>	Understanding the marketing mix. Understanding product decisions, pricing strategies and the need for brand positioning, appealing to different market segments, building consumer bases and enhancing customer life time value.	Dr. Ashok Sharma/Dr. Vandana Ahuja
II	<b>Understanding Marketing Strategy and Customers</b>	Understanding the need for integration between the Business Level and the Function Level Marketing Strategy with a clear cut focus on the Customer.	Dr. Ramesh Bagla/Dr. Ashok Sharma
III	<b>Sales and Negotiation Skills</b>	Developing the sales plan. Negotiation skills & objection handling.	Prof. Vinamra Jain/Dr. Vandana Ahuja
IV	<b>Digital and Social Media Marketing</b>	Using Social Media to build consumer engagement and developing competitive advantage. Focus on increasing <i>Customer Share</i> and not only <i>Market Share</i> . Understanding Digital Marketing through websites and search engine optimization.	Dr. Vandana Ahuja/Dr. Ashok Sharma

**Who should attend:** Corporate professionals, Sales and marketing team members, Management graduates, research scholars

## Program Facilitators



**Dr. Ramesh Bagla** is a seasoned professional with rich and diversified management experience of 35 years in the corporate sector. He has held senior management positions in UCO Bank, Aditya Birla Group and Hutchison Essar Telecom Ltd. (now Vodafone - Idea). He has chaired International Business Conferences of Telecom Industry and has developed overseas markets in UAE, Iran, Thailand, Malaysia and South Africa for export of capital goods from India. He came to academia in 2009 to blend academics with his rich industry experience. He is currently a Professor of Marketing and Strategy at Amity Business School. He can be contacted at [rbagla@amity.edu](mailto:rbagla@amity.edu)



**Dr. Ashok Sharma** is Professor and Head of Department – Marketing, with Amity Business School, India. He has a combined experience of more than 22 years both in corporate and academia. His special interest in the area of computer science helped him in being instrumental for setting up of computer training centres at many places in Northern India. He has organised and chaired several International conferences and has guided PhD students in the domain of Digital Marketing, Sensory Marketing and Strategy. He has authored 04 books and published more than 35 manuscripts in International and National Journals and serves as a Guest Editor for several International SCOPUS indexed Journals. He can be contacted at [asharma@amity.edu](mailto:asharma@amity.edu)



**Dr. Vandana Ahuja** is a Professor at Amity Business School and has over 20 years of experience across the corporate sector and academia. She is the author of *Digital Marketing* - A book published by Oxford University Press. She has been actively researching the domain of the collaborative web, with focus on its contributions to the fields of Marketing and CRM and has several years of research experience. She has published several manuscripts in International and National Journals and organized and chaired several International Conferences. Her research work has found place in the curriculum being offered by the Digital Marketing Institute, Middlesex, UK. She also serves on the Editorial Board of several International Journals. She has conducted several MDPs for Oriental Bank of Commerce and Jaypee Greens. She can be contacted at [vahuja@amity.edu](mailto:vahuja@amity.edu)



**Prof. Vinamra Jain** is an Assistant Professor with Amity University, Uttar Pradesh Noida, India. He has more than eighteen years of experience in the areas of academics, manufacturing, services and retail industries both in India and USA. He has held important administrative posts like Program Coordinator and In-charge Internationalization cell to name a few. He has been instrumental in the design, development and restructuring of many Courses & Curriculum being run at the Amity campuses in India and Dubai. He has to his credit the success of several international conferences in the capacity of Member Secretary and has published many research papers in indexed journals of international repute and has presented his work at many National & International Conferences. He is part of the editorial and review teams of a few International journals and been appointed as a Guest Editor of International Journal of Business and is a certified Case Study Method Teacher by Harvard, Cambridge. He can be contacted at [vjain@amity.edu](mailto:vjain@amity.edu)

For details, contact Cell:9818221913, Ph:0120-4392678

- Certificates will be issued to participants after successful completion of the program.
- The program will be held at Amity Business School, Block F3, MDP Room



## Nomination Form

**Programme Title:** \_\_\_\_\_

**Programme Date:** \_\_\_\_\_

**ABOUT THE PARTICIPANT:**

**Name:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Affiliate Company/Institute:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **PIN Code:** \_\_\_\_\_

**Phone (L):** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

A fee of Rs. 3000 per participant is payable either through NEFT or Cheque/Demand Draft payable at Delhi in favour of **“Amity University Uttar Pradesh”**.

For payment by NEFT:

Account Name : Amity University Uttar Pradesh  
Remit to : Allahabad Bank  
Account No. : 20519034454  
IFSC : ALLA0212270  
Branch : Amity University Campus, Sector-125, Noida  
Swift Code : ALLAINBBRPN

<b>Programme Fee:</b>	<b>Details</b>	<b>Payment</b>
		DD/Cheque No. _____ DD/Cheque Date: _____
Total Rs.		
Name of bank		
NEFT Ref No.		
Date of Transaction		
TDS Amount: Rs.		TDS % _____

**Date and Place:** \_\_\_\_\_

**Signature of Participant**

# AMITY UNIVERSITY

Amity University was established under the aegis of Ritnand Balved Education Foundation, a Non-Profit Education trust. It is the leading education group of India with over 1,25,000 students studying across 1000 acres of hi-tech campus. Amity University, Uttar Pradesh is Ranked as No.1 Not-For-Profit Private University and NAAC 'A+' grade accredited. Amity is proud to have 4,500 strong faculty and leading corporate professionals, as visiting faculty, who share rich industry experience with students.

## AMITY BUSINESS SCHOOL, NOIDA

*Amity Business School (ABS)* was established in the year 1995 by visionary and great strategist. Dr. Ashok K. Chauhan, Founder President under the aegis of Ritnand Balved Education Foundation (RBEF). It is because of his unparalleled vision that Amity Business School is ranked amongst the top Business School in the Country.

Amity Business School offers following Postgraduate and Doctorate Programmes:

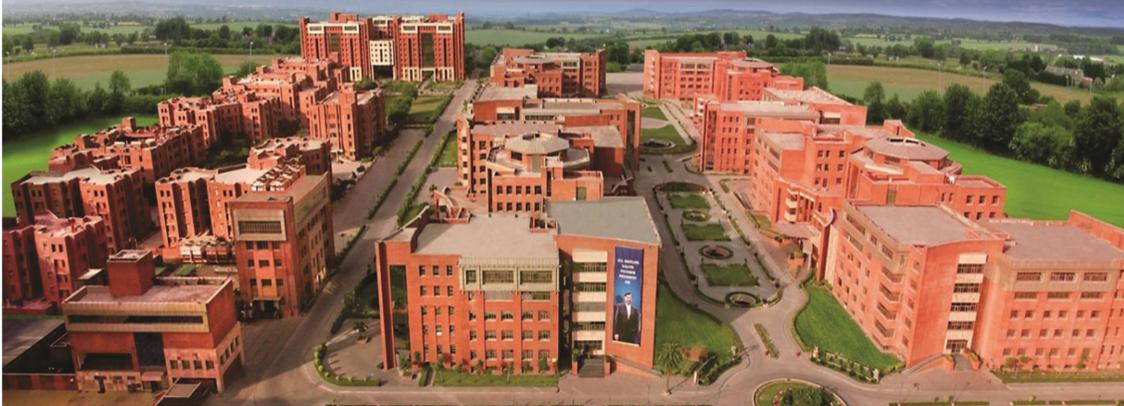
Master in Business Administration (Entrepreneurship)  
Master in Business Administration (Human Resource)  
Master in Business Administration (Marketing & Sales)  
Master in Business Administration (Finance)  
Master in Business Administration (Retail Management)  
Doctoral Programme (Ph.D)  
Its curriculum is practical and industry-oriented, updated

annually by the Industry Advisory Boards. It focuses on personality development and imbibing of values with exceptional value added courses like Behavioral Science, Business Communication and Business Foreign Languages.

ABS has one of the largest and most proactive team of Faculty and Researchers who are leading the way in various cutting edge areas of research and publications. ABS Faculty members have published more than 600 Research Papers during Last 5 years. The focus of ABS is on developing a global outlook amongst the new cadre of management professionals who are multi-skilled and have a capability to function as cross functional teams and with a deep understanding of ethical and value based business processes.

ABS works with a mission to create an ambience of academic excellence in which new ideas, research projects flourish and the leaders and innovators of tomorrow emerge.

For Any Queries, mail to: [glrc@amity.edu](mailto:glrc@amity.edu)  
Visit our Website: <http://www.amity.edu/abs/glrc>



## AMITY BUSINESS SCHOOL

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