



TRAINING PROGRAMS 2017

FUNCTIONAL SALES AND MARKETING PROGRAMS

Sr.	Program	Duration	Class Size	Target Audience
1	Trade Marketing & Distribution Induction	2 Days	Min. 10 to 18 Max.	Sales Representative
2	Marketing Induction Program	2 Days	Min. 10 to 18 Max.	Supervisor, Sales Representative
3	The Selling Skills	2 Days	Min. 10 to 18 Max.	Sales Representative
4	Understanding Brand Marketing Level 1	2 Days	Min. 10 to 18 Max.	Junior Management Level, Supervisor
5	Understanding Brand Marketing Level 2	2 Days	Min. 10 to 18 Max.	Manager Level
6	Understanding the Marketing Principle	3 Days	Min. 10 to 18 Max.	Manager Level
7	Marketing for Non-Marketing Manager	2 Days	Min. 10 to 18 Max.	Non-Marketing Manager
8	Coaching & Auditing at Market Place	2 Days	Min. 10 to 18 Max.	Supervisor, Junior Management Level
9	Effective Merchandising	2 Days	Min. 10 to 18 Max.	Sales Representative
10	Promotion Management	2 Days	Min. 10 to 18 Max.	Manager, Sale Supervisor
11	Increasing Brand Visibility within Optimum Cost	2 Days	Min. 10 to 18 Max.	Supervisor, Junior Management Level
12	Advertising Management	2 Days	Min. 10 to 18 Max.	Manager, Junior Management Level
13	Strategic Marketing Planning	2 Days	Min. 10 to 18 Max.	Manager Level
14	Effective First time Manager	2 Days	Min. 10 to 18 Max.	Supervisor, Junior Management Level
15	Project Management	2 Days	Min. 10 to 18 Max.	Manager, Junior Management Level
16	Fundamental Job of The Manager	2 Days	Min. 10 to 18 Max.	Manager, Junior Management Level