



An Alchemists Ark Proposal

Training Program: Effective Distributor Management

1-day Classroom | or | 7 hours in Virtual Classroom (2 sessions x 3.5 hrs. each)

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Why this 1- day Program on 'Effective Distributor Management'?

Is this true for you? You have a network of Distributors (Dbs). It is a mixed-bag of good performers and average performers. It seems like not all are doing enough; some lack hunger. The sales team appears to be handling the non-performers sometimes with a stick, other times by deception and sometimes submissively, in desperation. With no clear plan for each one. Some of this is also due to wrong selection in the first place. If any of these ring a bell, read on!

What is the Solution? You need to equip your Sales Team with a way to Appoint Dbs, a way to Classify the existing ones and a way to Manage them with a Plan of Action for each class Dbs

How will we Understand your Context?

We will take a **45-min Master-class from the Sponsor**. We will also **speak with a couple of Participants** soon as we signup!

What is our Distilled Wisdom on Distributor Management?

On New Distributor (Db) Appointment: Having the right Db is half the problem solved. Those involved in Db selection need to believe that any Db he appoints will be with the company for life! To ensure the right profile of Distributors, every company needs strict GO/NOGO criteria

On Existing Distributor Management: Not all distributors are same, and so we cannot handle all in the same manner. Every company needs a way to classify its Distributors and have a simple plan of action for each category. The ultimate goal is that all Distributors become 'self-managing'

What will be the Content of the Program?

- What are the Beliefs required for Effective Distributor Management
- How do you Select the Right Distributors? What are the No-Go criteria
- How to Manage Existing Distributors
 - └ How to Classify your Distributors (into 4 categories)
 - └ What are the Approaches for them to become Self-managed
- How to turnaround an Underperforming Distributor in 3 months
- How to ensure that Distributors remain Self-managed
- Action Plan

In addition, a WhatsApp Group will be available for 45 days post-program for any clarifications/support

What will be the Outcome of this Program?

At the end of this program, your team will have the required **Beliefs** to Manage Distributors Effectively. Your team will have a Method to Select, Appoint, Classify and Manage their Distributors. Expect participants to learn **a few effective habits/ methods** that will go a **long way in managing your Distribution better!**

What will be your Investment? What will be the terms?

Mode: 1-day in Classroom | or | 7 hours in Virtual Classroom (2 Nos x 3.5 hr. Sessions)

Trainer: Thiagarajan Sreeram, Director Alchemists Ark will train, supported by a Consultant

Investment: **Rs. 1.5 lacs/ batch** (10-15 participants) + GST

Terms:

- Costs of travel and stay, if any, related to the project will be to your account on actuals
- Invoice will be raised on delivering the Program
- We are a registered MSME. Invoices are to be paid within 45 days. Delays liable to 14% interest
- **Validity:** This Quote is valid for 30 days

The Alchemists Ark Pvt. Ltd. (TAA)

The Alchemists Ark (TAA) is a **Pune-based, Sales & Distribution, Consulting + Training + eLearning Company**. We support Growth by **Radically Simplifying Sales** thru' Insights, Strategy, Structure, Policy, Processes & Training. Founded by **Raymond Moses**, 60 (alumnus of **IIT Kanpur, HLL & Castrol**), this business is led by **Thiagarajan Sreeram**, 58 (alumnus of **REC Trichy, IIM-A'bad, Batliboi, Castrol**). We have closely worked with leading brands in India:

B2B2C: Distributive/ Trade Selling

- a) **Auto Aftermarket**: **Bajaj** (CV Spares - Domestic & International), **Bosch** (Spares), **Castrol** (Lubes), **Fleetguard** (Auto Filters), **Goodyear** (Tyres), **Gulf** (Lubes), **Maruti Suzuki** (Spares), **Mahindra** (Spares), **Michelin** (Tyres), **SKF** (Bearings), **Tata** (CV Spares, AMC, Refurbishing)
- b) **Rural/ Agri**: **Driptech** (Drip Irrigation), **Everest** (Roofing), **Kirloskar** (Agri Pumpsets), **Mahindra** (Tractors), **Mahindra Finance** (Finance), **Mahyco** (Seeds), **Monsanto** (Seeds)

B2B2C: Vehicle Selling thru' Trade

- c) **Auto Sales**: **Bajaj** (3-Wheelers), **Mahindra** (MUVs, Tractors, Trucks, 2W), **Toyota** (Cars)

B2B:

- d) **Industrial Consumables Selling**: **Castrol Industrial** (Industrial Lubes), **Foseco** (Metallurgical Chemicals), **ITW Signode** (Packaging Consumables & Spares), **Lubrizol** (Lubricant Additives)
- e) **Project Selling**: **FirePro** (Fire Safety Projects), **Mahindra Powerol** (Gensets), **Nuvoco** (Ready-mix Concrete), **OTIS** (Elevators), **Fronius** (Welding Equipment)

With our deep expertise and experience of working in Customer Management for the last 33+ years, we are confident of delivering great Value!

What do our Clients say about us?



Naveen Kshatriya, (Former) Regional VP - Asia & Pacific, **Castrol**

"Their deep understanding of Customer Management principles and Routes to Market, especially for emerging and fragmented markets is world-class"



Ajay Vaidya, Chief Human Resources Officer, **Mahyco**

"They're reliable with structured and a tremendous "Can do it for you" attitude! They delivered an outstanding program for our Sales and Marketing teams. We are very happy with the end result and look forward to a very long relationship"



Rahul Chopra, Sr. VP & Head of Roofing Business, **Everest Industries**

"They are probably the best sales training outfit we have worked with. They do in-depth study and research. They have added great value to our sales & marketing efforts"

What is the Next Step?

Go-ahead on this Proposal within the validity period of 30 Days