



An Alchemists Ark Proposal

Training Program: Effective Territory 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 Territory Management'?

Is this true for you? Your Sales team is managing a Retail network in their Territory. They have set objectives and targets to grow sales. It includes retail network expansion, deliver consistent results and review territory performance. It seems like not all are doing enough; some lack clear objectives; some hunger. You want them to **Plan & Grow Sales in a Distribution business environment; manage the team for consistent Results; Review Distributors Energisingly**. If any of these ring a bell, read on!

What is the Solution? You need to equip your Sales Team to do the 'thinking' part of their job well, which includes a way to Plan and Grow Sales

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 Territory Management?

Your Sales team must have clear objectives for their territories. Have aptitude and attitude to **Grow Sales** thru' Market Coverage and Retail expansion. To ensure higher Market Share, they need to increase Pull by demand generation activities; Only Trade-push will not serve the purpose

They will deliver **consistent Results** when they have the right people in their team; they know the 'what and how' of their role and equip them with the necessary Tools; they know what they are supposed to do and should be motivated to do their job. Your **Review conversations** with distributors must be purpose-driven rather than opinion-based, with a Collaborative approach towards all distributors

What will be the Content of the Program?

- What are the Beliefs required for Effective Territory Management
- How to Plan & grow Sales in a Distribution Business
 - └ Sell to more customers
 - └ Sell more to existing customers
 - └ Sell Premium products
- How to manage the team for consistent Results
- How to have engaging Review Conversations with Distributors

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

What will be the Outcome of this Program?

At the end of this program, your team will have the required **Beliefs** to Manage Territory effectively. A method to Plan and grow sales, Manage the team well and Review territory performance regularly. Expect participants to learn **a few effective habits/ methods** that will go a **long way in your Sales efforts!**

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