



We Work for Facilitating Profitable Business Growth

We Solve the Problems in Achieving Your Future State



FIND >>> WIN >>> KEEP Customer

PBG *Limited Seats*
INTERNATIONAL BUSINESS CONSULTING

**An Excellence Workshop On
Accelerating SALES Funnel
To Grow Your Business
Now in GURUGRAM
05-06 May 2018
ceo@pbqi.org
+91 95377 20101**



Building Sales and Marketing People to Learn New Ways for Extraordinary Results

Customer Value >>> Sales Funnel >>> Business Growth

Why to invest your time and money? You will learn:

- Marketplace developments and their impact on marketing and sales
- To get introduced to new approaches in managing marketing, sales, service
- To apply new ways the sales and marketing people *interact with customers*
- To understand principles and scientific methods for improvements
- How to increase sales productivity and margins
- To establish systems to manage sales and forecast business growth
- To know what customer-want and how to deliver it
- How to adapt and apply the learnings to solve sales-marketing problems
- To address everyday marketing and sales challenges
- To apply and sustaining the excellence framework

Which organization should attend? When the business is facing one or more below situation:

- Organization has to achieve sudden large increase or advance in growth due to corporate demand, new owners, strategic or financial imperatives
- Sales' people are engaged in maintaining current situation rather growth
- Company's products are in transition from one stage to another in PLC
- Various customers are at various stages of technology adoption lifecycle
- Company facing low level of sales leads, difficulties in closing open leads
- Missed sales targets, low sales productivity or high sales costs
- Company is moving into a new business or new product and service line
- Company is merging with or acquiring another business
- Company is entering in new markets or Company facing new competitors
- Company is navigating market disturbance, confusion, or uncertainty.
- B2B, B2C business companies with Marketing, Sales and Service function



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Who should attend?

- ✓ The senior executives in Sales and Marketing
- ✓ Marketing, Sales and Service managers and professionals
- ✓ Aspirants to above positions
- ✓ Who wants to enhance knowledge to be ahead in sales-marketing career
- ✓ Business excellence and sales excellence professionals
- ✓ Strategic position holders in Marketing, Sales and Service functions
- ✓ Current University students who wish to start carrier in sales and marketing

Workshop methodology and basic structure:

- This is a 2-days workshop-oriented course through structured presentation
- Highly interactive and sample case study discussion
- Group exercises on various key sales and marketing topics
- Activities for enhancing learning by doing
- There will be an open-book test paper at end of course, qualifying (70%) candidates will be awarded certificate of course completion, who couldn't qualify will be given one more opportunity to submit in two weeks' time
- Course material in hardcopy form will be provided to each participant
- **Special offer of '40% discount' for Gurugram First Batch on 05-06 May 2018**

Registration process and fee structure:

| | |
|----------------------------------|---|
| Registration open date | : 11-April-2018 (Early bird - 5% additional discount) |
| Registration close date | : 02-May-2018 (Early bird cut-off <u>20-April-2018</u> to all) |
| Course information Mobile | : +91 95377 20101 |
| Course information e-mail | : ceo@pbgi.org |
| Single point contact | : Rajesh Kumar Sharma, CEO-PBGI |
| Applying for registration | : Only by e-mail at ceo@pbgi.org |
| Registration confirmation | : On payment of Full Fee, confirmation by email |
| Course Basic Fee per participant | : INR35,000 (Excluding Service Tax) |
| Special Discount offer | : 40% (for First Batch in Gurugram on 5-6 May 2018) |
| Basic Fee Per Participant | : INR 21000 (Excluding Service Tax) |
| Discount offer for Students | : 45% on submitting Valid ID of current Institute |
| Discount offer for corporate | : 45% for minimum 3 participants (official e-mail) |
| Registration Cancellation# | : Full refund, on e-mail request by 27-April-2018 : <u>50% refund, on e-mail request after 27-April-2018</u> |

*All discount or offers are on basic fee 35000 * Service Tax 18% to be paid on basic fee after discount

#'Corporate discount or offer' once availed, will be non-refundable after registration

*Venue and account details will be shared upon your confirmation for registration through e-mail

How this course has come-up? Researching around ...

- How many companies or businesses are shutting down due to top line performance and its impact on managing the bottom line performance to survive? And why so?
- Why lay-offs really happens – business performance or individual performance?
- How many times Sales can be lucky to get the numbers without right processes or keep blaming market situation / cost competitiveness if numbers are not achieved?
- How much time sales and marketing force is engaged in maintaining routine tasks and targets, and how much time factually in growth; and why? Why number game thinking?
- If hired, could big name consulting firms really help in growing or do quick fixes?
- How many companies can afford to hire Big-consultants or Top B-school talent?



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Primary objective of this workshop initiative:

- To promote nation-wide sales excellence to contribute in preparing the organizations to survive and accelerating their sales for business growth while ensuring to increase customer value in market place developments.
- To develop the future excellence leaders in marketing, sales and service to take their role to provide 'value-to-customer' and 'business growth of their organization'.
- To contribute to society for enhancing lives.

Faculty profile:

- PBG International www.pbgi.org is into business consulting - having hands on experience of working in Indian industry and MNC environment with automotive tier-1 suppliers and Car OEM, and non-automotive industry which has been into continuous process, heavy industrial products, capital equipment and heavy fabrication products manufacturing.
- Chief Consultant - Rajesh Sharma, profile can be viewed at our web-site www.pbgi.org , he is M.S. in Manufacturing Management (BITS-Pilani), MDBA in Marketing Management (Symbiosis-Pune).
- He is Passionate excellence practitioner to enable turn around efficient performance for profitable business growth have been engaged in coaching sales and operation' strategy.
- He is empaneled expert for Lean and Business Excellence consulting with CII. He has been assessor for CII – EXIM Bank & BE Star Awards and speaker in Quality/OPEX events and has done the excellence assessment of companies i.e. Kirloskar Ferrous India Limited, ABB, L&T, Jindal Steel and Powers Limited etc...
- He is a trained and skilled professional practitioner for *Facilitating Profitable Growth Using Excellence Frameworks* (CII-Business Excellence), *Certified in Management Consulting* (IIM-Bangalore), *Certified Assessor Business Excellence* (CII-Bangalore), *Certified Lean Six Sigma Master Black Belt* (Indian Statistical Institute-Mumbai), *Certified for ZED consultancy*, Zero Defect Zero Effect initiative under Govt. of India Make-in-India (QCI), *Certified Lean practitioner* (Lean Global Network-LMII-Bangalore), Certified for Advanced TQM in Dr. KANO workshop, Certified Lean Implementer (Lean Management Institute of India, LMII-Chennai), TPM & Structured Problem Solving (TQMI-Bangalore).
- He has worked in Japan, Australia, Indonesia, Germany, Netherlands, France, Sweden, Italy on complex cross-country projects and lean six-sigma, business excellence trainings, coaching, deployments.
- He has facilitated various workshops overseas to address high level Sales business problems related to sales efficiency, effectiveness and winning customers.
- Has done specific high-level problem-solving workshops and helping leadership in developing Global Operation's Strategy, New Product Dev., R&D, Quality, Sales, Suppliers & Plant Operations, Shared services like HR, Logistics/ distributions in India & Overseas.
- He is a member of ASQ, LMII, LEI, PEX, IOPEX...
- He has been recognized and awarded in various forums in categories of problem solving, people engagement, Lean Six Sigma and continuous improvement.
- He has trained 500 plus number of people in Lean, Six Sigma, Quality in India and Overseas including leadership and senior management.
- He is having ~25 years of hands-on versatile industrial experience in both automotive and non-automotive industries in managing, leading roles of key functional positions in Sales and Marketing, R&D, Quality, and Operations. He has worked for Indian and MNCs - GM, Lear, Ingersoll-Rand.
- Has done lean management and value stream coaching in India and Internationally for delivering break-through-performance through engaging top leaders-middle management-front line people.

Wishing all the best for value-added learning for your better business and better carrier.

Welcome to you in First Workshop in Gurugram, Delhi NCR; 05-06 May 2018!!!