

SALES	CODE	MARKETING & SHOPPER INSIGHT	CODE
<i>Outdoor Sales (Distribution)</i>		1. Marketing: from Basics to Strategies	MKT 201
1. Selling Skills & Field Excellence (SSFE)	S 201	2. Marketing, Trade Marketing & Brand Management	MKT 302
2. Cash Van & Impulse Sales Management	S 201 TT	2. Are your Sales Reps marketing-oriented?	MKT 202
3. Advanced Selling Management & Upskilling: "Customer Centric & Client Partnering"	S 301	3. Strategic Brand Management	MKT 303
4. Route-to-market planning & optimization (RTM)	S 401	4. CRM (Customer Relationship Management)	MKT 401
5. Tele Sales boosting (<i>professional Call Center</i>)	S 202 CC	5. The Promotional-mix and Integrated Marketing Communication Strategies	MKT 402
		6. Category Management	MKT 403
<i>Indoor Sales (Retail)</i>		7. Strategic Marketing & Business / Marketing Plan writing	MKT 404
6. Selling Skills & Customer centric Servicing (Part I)	IS 201		
7. Advanced & Strategic Indoor Selling Skills & Customer Centric Servicing(Part II)	IS301		
8. Customer welcoming, probing, profiling & complaints handling	IS 202		
RETAIL & OPERATIONS	CODE	NEGOTIATIONS	CODE
1. Shopper & Search Behavior in POS: Retail Insights	R 102	1 Negotiation & Communication Skills (I)	N 101
2. The World of Merchandising (displays & planograms)	R 201	2. Advanced & Highly Effective Negotiation Skills (II)	N 201
3. Key Account & Customer Engagement Management	R 301	3. The power of Persuasion	N 301
4. Store Management Planning & Retail Space allocation	R 302		
5. Departmental & Section Head POS Management	R 303	PROCUREMENT, PURCHASING., LOGISTICS & SUPPLY CHAIN MANAGEMENT	CODE
6. Forecasting, Target Setting and Promotional-mix splitting & budgeting	R 401	1. Procurement & Purchasing dynamics	P 102
7. Retail Management: from door to bag	R 402	2. Operations, Logistics & Supply Chain Management	P 201
		3. Forecasting, Budgeting & Target Setting	P 301
MANAGEMENT, HUMAN RESOURCES, LEADERSHIP & OTHER RELATED TOPICS			
1. First time Manager (Retail or Distribution)	MGT 101	6. Managing through Coaching	MGT 402
2. Supervisory Skills for Effective Team & Performance Management	MGT 201	7. Train the Trainer (TTT)	MGT 303
3. Management Skills and Strategic decisions	MGT 301	8. Strategic Management & Business Plan writing	MGT 501
4. The Business Acumen: a complete business introduction	MGT 302	9. Team building & Team working	MGT 202
5. Leadership, Coaching & Mentoring	MGT 401	10. Time, Stress & Conflict Resolution Management	MGT 203