








SALES	MARKETING & SHOPPER INSIGHT
Outdoor Sales	1. Marketing Basics & Strategies
1. Selling Skills & Field Excellence	2. Are your Sales Reps marketing-oriented?
2. Cash Van Sales Management	3. Brand Management
3. FMCG selling techniques & best Management Practices	4. CRM (Customer Relationship Management)
4. The Customer Centric Visit 	5. The Promotional-mix Strategies
5. Route-to-market planning (RTM) 	6. Category Management
Indoor Sales	7. The Shopper Behavior in POS 
1. Indoor Selling Skills	
2. Customer Service	
RETAIL & OPERATIONS	NEGOTIATIONS
1. Retail Management: Sales Vs. Purchasing	1 Negotiation & Communication Skills
2. The World of Merchandising	2. Highly Effective Communications
3. Key Account & Category Management	3. Advanced & Strategic Negotiation Skills
4. Store Management Planning 	
5. Customer Management 	OPERATIONS, PURCHASING & SUPPLY CHAIN
6. Retail Space Planning & Allocation Management 	1. Procurement & Purchasing dynamics
7. Forecasting, Budgeting & Target Setting	2. Operations & Supply Chain Management
MANAGEMENT, LEADRSHIP & OTHER RELATED TOPICS	
1. Supervisory Skills for Effective Team Management	6. Train the Trainer (TOT)
2. First time Middle Manager	7. Strategic Management Planning
3. The Business Acumen 	8. Team building & Team working
4. Management Skills and Strategic decisions	9. Resistance & Change Management (Corporate Behavior)
5. Leadership, Coaching & Mentoring	10. Time, Stress & Conflict Resolution Management