

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
6. Tele Sales boosting	7. The Shopper Behavior in POS
7. Indoor Selling Skills & Customer Service	
RETAIL & OPERATIONS	NEGOTIATIONS
1. Shopper Behavior & Retail Insights	1 Negotiation & Communication Skills
2. The World of Merchandising	2. Highly Effective Communications
3. Key Account & Customer Engagement Management	3. Advanced & Strategic Negotiation Skills
4. Store Management Planning & Retail Space allocation	OPERATIONS, PURCHASING & SUPPLY CHAIN
5. E-commerce and platforms buying	1. Procurement & Purchasing dynamics
6. Forecasting, Budgeting & Target Setting	2. Operations, Logistics & Supply Chain Management
MANAGEMENT, HUMAN RESOURCES, LEADERSHIP & OTHER RELATED TOPICS	
1. Supervisory Skills for Effective Team Management	7. Train the Trainer (TTT)
2. First time Middle Manager	8. Strategic Management Planning
3. The Business Acumen	9. Team building & Team working
4. Management Skills and Strategic decisions	10. Resistance & Change Management (Corporate Behavior)
5. Leadership, Coaching & Mentoring	11. Time, Stress & Conflict Resolution Management
6. Working from home	12. Competency-based Interviewing & Performance assessment