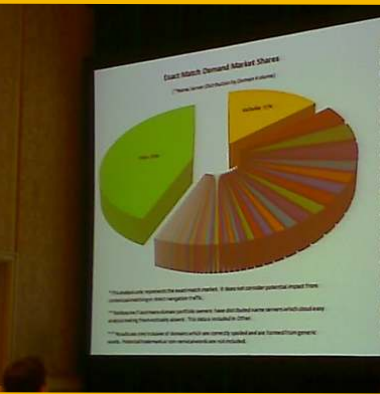


Strategic Sales and Marketing

for technology in complex solutions



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How Sales & Marketing is organized for Complex Solutions is significantly different than for consumer products like soaps and colas. Having a strategic and integrated approach to complex solution sales & marketing can propel your organizational growth.

This executive development program is designed to give an integrated perspective along with tools to help optimize your company's sales & marketing function.

Complex solutions are defined as solutions which take long time to sell, have high value, and / or are complex value propositions or new categories.

Pre-dominantly these involve engineering, technology, IT solutions or multiple factors and people in decision making.

Who can benefit?

- » CEOs of IT, Engineering companies, and Services companies
- » Heads of Sales & Marketing functions

Anyone involved with the following activities will benefit:

- » Strategy
- » Business development
- » Communications
- » Services or product management
- » Planning
- » Partner relations
- » Branding
- » Customer relations

Program Outline

Topic	Duration*	Exercise
New Role of Marketing	1	
Sales and Marketing Integration	1	
Market Leadership Disciplines & Value Maps	1	
Segmentation & Positioning	4	X
Branding - creating lasting organizational value	1	
High Leverage Marketing Plan		
- Market Adoption Maturity Assessment	1	
- Leveraging BTL	1	
- Leveraging Online & Social Media	1	
Solution Selling	1	
Sales force structuring	1	
Channel Management & Ecosystem	1	
Tying it all Together	1	

*Duration in Hours

About the trainer

Anil Chouhan has over 17 years of experience in managing clients, selling, and marketing complex solutions ranging from Industrial Systems to Enterprise Software Solutions.

He currently heads Pune based **Yoteam (www.yoteam.in)** a Complex Sales & Marketing Consultancy and **Iternia (www.iternia.com)**, a Branding & Communication Design firm based at Pune. Prior to that he was Managing Director and VP International Sales at Syngy, Inc.

During his 11 year tenure at Syngy, Inc. of US, he has sold and managed delivery of many multi-millions software contracts. He has also helped many US companies in their sales effectiveness through consulting in the areas of targeting, alignments, and incentive compensation design.

He has been trained at Kelloggs School of Business, Chicago in Salesforce Structure and Design and has conducted numerous workshops at Sales Effectiveness conferences in Orlando, Philadelphia, and Phoenix.

He has worked with clients across many domains/industries like Life Sciences, Investment Services, Insurance, Mortgage, and Manufacturing. Some of the clients he worked with included Abbott, Bayer, Alliance Capital, Bausch & Lomb, Roche, Eaton Cutler Hammer, Fleet Mortgage, Johnson & Johnson, Lincoln Financial Distributors, Lucent Technologies, Open Text, Perkin-Elmer, and Siemens Building Technologies.

He holds a **Masters of Science degree in MIS & Marketing from Texas A&M University** and a **MBA in Marketing from S P Jain Institute**. Prior to graduate work, he attended the University of Pune where he earned a Bachelor degree in Production Engineering.

Schedule

Date: 19th - 26th December, 2009

10 am to 5 pm with an hour lunch break

Venue

TaaraGo Learning Centre

Above Fab India Sarees, North Main Road, Koregaon Park, Pune - 1

Fees

Rs. 8,000/-

Fees inclusive of 10.3% Service Tax & lunch.

[10% Discount for 3 or more from same organization]

Payable to: Yoteam Information Technologies Pvt. Ltd.

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