

AMITY BUSINESS SCHOOL(ABS)

AMITY UNIVERSITY HARYANA, (AUH),MANESAR.

**REPORT ON CORPORATE CONNECT PROGRAM HELD ON 18. NOVEMBER. 2016 AT
AMITY UNIVERSITY HARYANA, MANESAR CAMPUS, AUDITORIUM BLOCK B FOR
ALL MBA STUDENTS:**

CORPORATE CONNECT: GUEST CORPORATE SPEAKER: Mr Sumit Bhargava, Zonal Business Manager, Vodafone Mobile Ltd, On Topic: Sales Management

CORPORATE CONNECT: ABS CO-ORDINATOR: Ajay Kumar Pandey

CRC CO-ORDINATOR: Ankur Gupta

S.NO	TIMING	CORPORATE CONNECT PROGRAM	PROGRAM DESCRIPTION	OUTCOME
1	10:00-10:15 AM	Welcome note	Mr Sumit Bhargava was welcomed by the faculty co-ordinators of ABS	Session began by introducing the resource person to the students
2	10:15-11:15 AM	Delivery of lecture	The guest speaker introduced the concept of sales management, responsibilities of a sales manager, challenges of sales management, global issues and ethical issues related to sales management	This session created a conceptual background on sales management
3	11:15- 12:45 PM	Managing sales & distribution in telecom industry	This session focussed on industry specifics of sales management in context to telecommunications and addressed issues like optimizing point of sales, collecting data at POS level connecting field and office, improving telecom sales, growing existing accounts and sales performance improvement consulting	Students were apprised of actual industry practices to optimize sales force, manage sales teams and increase sales team performance
4	12:45-1:10 PM	Vote of thanks	Mr Bhargava was thanked for sparing his valuable time and interacting with students and enriching them	Session ended on a positive note