



Programme on  
**Successful DEALERS Management  
 for Growth**

Wednesday, January 11, 2017 - 9.30 a.m. to 5.00 p.m.

**Venue :** Torrent-AMA Management Centre, Core-AMA Management House, ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.

**Brief Introduction on the subject (few lines) :** A dealer is different from whole seller or retailers. For distribution, a dealer is a step close to company on one side and customers on the other side. Therefore, managing a dealer is quite different. Especially when a dealer is handling various company's product and keeping him loyal to your product is essentially a need of the hour. Unless we understand the concept of today's dealer properly, our growth is likely to be diluted due to wrong handling. Unlike other channel partner a dealer need to be treated as a partner in co-venture.

**Programme Content :**

**First Session**

- Modern concept of a Dealer.
- Market access
- Relationship Marketing
- Understanding DEALER'S requirements
- Customer Service.
- Need for a Integrated distribution management.

**Second Session**

- Creating DEALER LOYALTY
- Value-addition and Dealers
- Distribution Channel Functions
- Dealer selection - points to be considered.
- Dealers Compensation
- Tools for Control; Conflict management
- Dealer Agreement; Assessing Dealer Performance

**Target Audience:** Executives from Sales, Marketing, Commercial, Accounts & Finance, Distribution & Logistics

**How it will benefit: For Participants:**

- To empower managers in their task effective dealers management.
- To enable them to become aware of the total economic, psychological and strategic factors involved.
- To encourage the principle of partnership and alliances between dealers and their company. Proactive methods share a tested organization strategy.
- Develop the ability to manage smoothly the dealers network.
- To inform, enthuse, inspire and empower in solving problems and conflicts.

**Faculty Introduction: Mr. Ajoy K Guha** last served as Business Development Director with Renoir Consulting, UK. Before he has worked in GEC-Alstoms, Arya (Motorola), Aplab in the capacity of General Manager & VP-Commercial. Ajoy K Guha is also co-author of the book "Cash before you Crash" on collecting dues and over dues without losing customer.

**Fee :** Rs.1500 per participant. Fees include course fee, cost of reading materials, lunch and refreshments. (Concession: 10% for members, 20% for patron members). The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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**Registration Form:** Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, IIM-A Road, Vastrapur, Ahmedabad 380015.**

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Name(s)	Position
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2.	
Organisation:	
Address:	
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