

Day 1 – Friday, 24<sup>th</sup> September 2010

- 0830 Registrations / Welcome Tea & Coffee – Please provide your business card at the registration counter  
0910 Opening Address
- 0915 **Session 1: Addressing key strategy for Effective Channel Management & practical cases**  
*Girish Rao, Chief Executive Officer*  
*Essar Hypermart*
- 1000 **Session 2: Evolving Role of Channel Marketing & exploring the key expectations**  
Creating a “baseline” for the channel marketing function  
Identifying areas of potential interest and growth – Delegates introduction  
Discussing evolving & changing roles of channel marketer  
Exploring changing stakeholder requirements  
*Sanjeev Nimkar, GM Sales & Marketing, Philips Electronics India Ltd.*  
*Kapil Mittal, Head Indirect Channels, Ericsson India Pvt. Ltd.*
- 10.30 Morning Refreshments & Networking Break
- 1100 **Session 3: Formulating, Designing & Developing customer oriented channel strategy**  
Designing sustainable Channel structure  
Establishing channel intensity  
Planning appropriate type of intermediaries at each level.  
Optimizing Sales Force Size and Territories  
*Kapil Mittal, Head Indirect Channels*  
*Ericsson India Pvt. Ltd.*
- 1200 **Session 4: Recruiting & Selecting channel members**  
Exploring the need of Channel Members  
Setting up the suitable channel framework to meet business objectives - Profiling Channel partner before recruitment  
Rolling clarity of purpose and objectives from channel partners. Scouting – evaluating – appointment – hand holding – assessment  
Exploring Top management role in recruitment-retention-termination process  
Identifying, developing & retaining the right talent for Selling in Rural Markets  
Sharing Real life examples of success and failures & Reviewing Takeaways  
*Sanjeev Nimkar, GM Sales & Marketing*  
*Philips Electronics India Ltd.*
- 1300 Networking Luncheon
- 1400 **Session 5: Network marketing as an Alternate distribution channel**  
Providing a powerful platform for distribution of products  
Comprehending the difference between direct marketing and network marketing  
Customizing your network marketing strategies to suit local Indian culture  
Looking at the current misconceptions of network marketing in India  
Discussing the future of network marketing as a powerful business tool  
*Pankaj Laxmichand Shah, Director*  
*Direct Marketing Association of India*
- 1445 **Session 6: “Making Channels Strategy successful” – Panel Discussion**  
*Open questions & Answers Session*  
*P. L. Shah, Network Marketing Consultant & Director, Direct Marketing Association of India*  
*Kapil Mittal, Head Indirect Channels, Ericsson India Pvt. Ltd.*  
*Sanjeev Nimkar, GM Sales & Marketing, Philips Electronics India Ltd*  
*Subhayu Bagchi, National Trade Manager, Kellogg India Pvt. Ltd*  
*Ritesh Raghuvanshi, Secretary, Direct Marketing Association of India*
- 1530 **Session 7: Managing Channel Conflict's**  
Identifying Sources of channel conflicts & why it happens  
Understanding Types of channel conflicts  
Wholesale Vs Retail / Direct sales channel Vs. Trade channel / OEM channel Vs. Trade channel  
Modern retail Vs. Traditional trade / Territory crossovers / Urban channels Vs Rural super stockiest  
Local trade Vs Gray market imports / Company products Vs imitation sellers  
Sharing Real life examples, successful solutions and failed actions & Reviewing Takeaways  
*Sanjeev Nimkar, GM Sales & Marketing*  
*Philips Electronics*
- 1630 **Refreshments & Networking Break**
- 1700 **Session 8: Managing Channel Relationship & Increasing Channel cooperation**  
Seeking channel members' cooperation in promotions  
Developing channel members Training programs  
Creating win-win situation & channel relation  
Exploring Keys to long term relationship  
Building trust & healthy relationship with channel partners  
*Subhayu Bagchi, National Trade Manager,*  
*Kellogg India Pvt. Ltd*

## Day 2 – Saturday, 25<sup>th</sup> September 2010

**0830 Please re-register on day 2 / welcome Tea & coffee**

**0900 Session 1: Rural Channels Strategy**

Getting engaged with the needs of the rural consumer  
Sealing the confidence of rural consumer by being sensitive to their needs  
Maximizing profits by adopting proper distribution network  
Reaching across to changing villages and happening places in the country  
Positioning serving the emerging selective rural consumers

**R. Vednarayanan, Head SBU**  
**Eureka Forbes**

**1000 Session: 2: Evaluating & assessing channel partner performance**

Measuring effectiveness, efficiency, productivity, equity and profitability of the channel.  
Offering quality of services through the channel  
Satisfying customer needs  
Delivering goods and services to customers  
Diagnosing Channel Profitability - Model & techniques  
Measuring Net Promoter Score

**Nishith Bhandarkar, GM India, ME & Africa**  
**Bare International**

**1100 Morning Refreshments & Networking Break**

**1130 Session 3: Motivating channel partners**

Undustaining various Motivational Theories  
Sales motivational mix  
Motivating channel partners at different Stages  
Conducting Channel Loyalty programs

**T. V. Thyagarajon, VP & Business Head, Office DEPOT Retail, Gifts & Stationery,**  
**Reliance Retail Ltd.**

**Practical Case study on Motivating channel partners - the format buyers, Grocers & Retailers**  
**Vinita Shridhrani, Chief Marketing Officer**  
**Tata International**

**1230 Session 4: Leadership Styles and Sales Force Motivation**

Sales leadership in practice  
Enforcing strong leadership skills in the sales force  
Determining essential characteristics for leaders to effectively achieve business goals  
Executive coaching – protect your leaders & develop them today to sustain tomorrow

**Rajesh Singh, Associate Director**  
**Dr. Reddy's Laboratories Ltd.**

**1330 Networking Luncheon**

**1430 Session 5: Strategies for Modifying Channels**

**Rajesh Singh, Associate Director**  
**Dr. Reddy's Laboratories Ltd.**

**1530 Session 6: Case Study on “Danfoss India – Automation Business Channel Strategy”**

**A K Raina, Partner Manager India**  
**Danfoss Industries Pvt Ltd.**

**1600 Afternoon Refreshments & Networking Break**

Conference concludes

Kindly provide the **EVALUATION FORM** & please collect your **“Certificate of Attendance”**