



# **Capturing Competitive Intelligence Through Salesforce'**

***Two Day Management Development Programme for Frontline  
Marketing Executives***

***on***

***12-13<sup>th</sup> Oct'12***



**School of Management  
Gautam Buddha University**

(Established by the Uttar Pradesh Gautam Buddha University Act 2002 UP Act No. 9 of 2002)

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## Introduction

The frontline in any organization is the radar for that organization that is entrusted with the task and responsibility of discovering signals in the market which can ordinarily be missed. The onus of a firm's ability to gather informational inputs from sources outside the organization largely lies with the sales force. Sales force not only helps in sensing the pulse of the market, consumer and channel partners, but also provides critical inputs for comprehensive analysis of competition. The intelligence interface that frontline sales force provides is an important determinant of success. The frontline sales force besides being an information gatherer is probably also the biggest user of competitive information. The criticality of frontline sales force information can be assessed from the fact that the sales person's professional and financial success is determined by their customers' everyday buying decisions.

### Who should attend?

The MDP is meant for frontline sales executives who are operating in the field and are in direct interaction with customers, channel partners and point of sale (POS) outlet. The objectives of the MDP are:

### Objectives of the Programme

- To understand what competitive intelligence is and also the value it holds for businesses.
- How to identify, classify and gather information, and methods to transform information to intelligence.
- Sensitize participants on data capturing during inter-personal transactions.
- Introduce technology driven sources for data and informational inputs.
- Understand and analyze competitive informational cues from channel partners.

### Programme – Fee

For Individual Participants (Registering after 20 <sup>th</sup> September 2012)	Rs. 10,000/-
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#### *Early-Bird Registration*

For Individual Participants (Registering before 20 <sup>th</sup> September 2012)	Rs. 7000/-
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#### *Group-Registration*

For 3 participants nominated from a single organization participant	Rs. 7500/= per
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All fees to be submitted through a DD in favour of 'Gautam Buddha University', payable at New-Delhi. The fee covers the cost of kit, reading material, breakfast, lunch and tea on both the days.

### Venue:

October 12-13, 2012 at School of Management, Gautam Buddha University



### Programme-Schedule and Contents

Date	Time	Topic
12/10/12 Friday	9:30-10:00 AM	Introduction of the participants and Inaugural address
	10:00- 11:30AM	<b>Session I : The value of Competitive Intelligence in business</b> <ul style="list-style-type: none"> <li>➤ What does Competitive Intelligence signify for strategic corporate planning?</li> <li>➤ How does Competitive Intelligence influence the competitive capacity of the company?</li> <li>➤ Differences between "Competitive Intelligence" and "market research"</li> <li>➤ What do the Competitive Intelligence cycle, planning, collection, competitor analysis and reporting look like in detail?</li> </ul>
	11:30- 11:45AM	Tea- Break
	11:45 – 1:15PM	<b>Session II : Demand analysis of the Intelligence recipient</b> <ul style="list-style-type: none"> <li>➤ Who needs what news and how should it be formatted?</li> <li>➤ Content of <b>Intelligence</b> reports: structure and style elements</li> <li>➤ Layout of reports: rules of design and software tools</li> </ul>
	1:15 – 2:00 PM	Lunch Break
	2:00 – 3: 30 PM	<b>Session III: Digital Communication Basics and Analyzing Digital Communication</b> <ul style="list-style-type: none"> <li>➤ Searching for information on the internet</li> <li>➤ Understanding of content : Relevance</li> <li>➤ (Social) network analysis: Social media as a source for information</li> </ul>
	3:30 – 3:45 PM	Tea- Break
	3:45 – 5:15 PM	<b>Session IV: Group Support System – Simulation Activity</b>
	5:15 - 5:45 PM	Debriefing and Assignments
13/10/12 Saturday	9:30-11:00 AM	<b>Session V: Sales Reporting</b> <ul style="list-style-type: none"> <li>➤ Amalgamation of Sales reporting in the intelligence system.</li> <li>➤ Development and Application of a sales force feedback system.</li> <li>➤ How to improve sales reporting for better management decision?</li> </ul>
	11:00- 11:15AM	Tea- Break
	11:15- 12:45PM	<b>Session VI : Case Study &amp; Presentation</b>
	12:45 – 1:45PM	Lunch Break
	1:45 – 3:15 PM	<b>Session VII: Identifying and gathering competitive intelligence cues from channel partners</b> <ul style="list-style-type: none"> <li>➤ How to convert information in to intelligence</li> <li>➤ Developing channel partners for competitive intelligence.</li> <li>➤ Organizational transformation for data capture.</li> </ul>
	3:15 – 3: 30 PM	Tea- Break
	3:30 – 4:30 PM	<b>Session VIII: Building Sales Force as a source of strategic information system</b> <ul style="list-style-type: none"> <li>➤ Transforming the sales force from information gatherers to information seekers.</li> <li>➤ Quality assurances and information checkpoints</li> <li>➤ Segregating sales intelligence to user groups, such as Finance, production, SCM</li> </ul>
	4:30 – 5:00 PM	Feedback and Valedictory

## **The Gautam Buddha University**

Gautam Buddha University, established by the Uttar Pradesh Act (9) of 2002, commenced its first academic session at its 511 acres lush green campus at Greater Noida in August 2008. The University envisions to become a world class centre for excellence in education with a special focus to serve the under privileged and economically challenged sections of the society. The campus is modeled as a fully residential educational campus in line with the best institutions of higher learning across the globe. The uniqueness of its reputation is acknowledged through the format, content and pedagogy of its programmes and their relevance to the society. The University is recognized by the University Grants Commission under UGC Act and is a member of the Association of Indian Universities.

## **School Of Management**

The School of Management commenced its first batch of MBA in August 2008 with 120 students. Since then, it has been marching on with an integrated focus on exploring and creating new avenues for young aspirants through strategic collaborations with institutions and enterprises of national and international repute. The curriculum of all its academic activities has international and cross cultural focus.

GBU SoM has state of the art classrooms and computing facilities, supported by an extensive library of books, journals, films and databases and a meditation centre. All academic programmes of GBU are fully residential. The serene and pollution-free campus, with extensive sports and co-curricular facilities, is well equipped to meet all the essential requirements of the residents.

At present, the school offers three programmes in management, which are Masters in Business Administration (MBA) two year programme, Integrated MBA five year programme and Doctoral Programme (PhD) in all areas of business management – Finance, Marketing, Human Resources and Organisation Behaviour, Strategic Management, Entrepreneurship, Operations and Information Management.

## **How to Apply :**

The participants are advised to send their nomination along with a Demand Draft as per the categories above in favor of Gautam Buddha University payable at New Delhi. Please write the name of MDP programme on the right top corner of the envelope.

## **Contact Persons:**

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