

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Strategic Sales Management

Subject Co-ordinator - Prof. Kalpak Kulkarni, Prof. Sourabh Arora

Co-ordinating Institute - IIT - Roorkee

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Breaking the Myths and Learning the Basics
- Lecture 2 - Evolution and Role of Sales Management
- Lecture 3 - Tactical Role of Sales Management
- Lecture 4 - Complexities in Sales Management and Characteristics of Modern Selling
- Lecture 5 - Difference Between Sales and Marketing
- Lecture 6 - Selling in a VUCA World
- Lecture 7 - Place of Selling in Overall Marketing Plan
- Lecture 8 - Use of Marketing Principles in Creating Strategic Sales Plan
- Lecture 9 - Sales Forecasting Methods for Informed Decision-Making
- Lecture 10 - Tools to Assess Market While Developing Strategic Sales Plan
- Lecture 11 - Models of Sales planning
- Lecture 12 - Types of sales man and what makes a good sales man
- Lecture 13 - Buying Centre and stages of sales call
- Lecture 14 - Transformative Factors And Evolved Selling Process And Theories
- Lecture 15 - Miller Heiman approach and virtual framework strategic selling
- Lecture 16 - Miller Heiman Approach And Virtual Framework Strategic Selling (Continued...)
- Lecture 17 - Buyer Persona and Consumer and B2B Decision Making process
- Lecture 18 - Consumer and B2B Decision Making process Selling and Consumer Behavior
- Lecture 19 - B2B Decision Making Process and Difference in B2B and B2C Selling
- Lecture 20 - Key Account Management and Customer Centric Selling
- Lecture 21 - Key Account Management, Customer Centric Selling and CRM Strategies (Continued...)
- Lecture 22 - Key Responsibilities of Salespeople
- Lecture 23 - Preparing for a Sales Role
- Lecture 24 - Preparing for a Sales Role (Continued...)
- Lecture 25 - Personal Selling Skills and Motivating Sales Team
- Lecture 26 - Personal Selling Skills and Motivating Sales Team (Continued...)
- Lecture 27 - Meaning and Role of Sales Intelligence
- Lecture 28 - Data for Sales intelligence
- Lecture 29 - Ideal Customer Profile

Get DIGIMAT For High-Speed Video Streaming of NPTEL and Educational Video Courses in LAN

<http://www.digimat.in>

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

- Lecture 30 - Data-Driven Approaches to Selling
- Lecture 31 - Social Media for Lead Generation
- Lecture 32 - Understanding International Selling
- Lecture 33 - Global Sales Dynamics and Sales Force Management
- Lecture 34 - Do's and Don'ts of International Selling
- Lecture 35 - Role of culture in International Selling
- Lecture 36 - Challenges of Selling in International Markets
- Lecture 37 - Role of technology management in selling
- Lecture 38 - Use of Sales force Automation for Effective Selling
- Lecture 39 - Role of AR/VR and AI in Selling
- Lecture 40 - Managing a Diversified Sales-force
- Lecture 41 - Ethical and Social issues in Selling