

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

NPTEL Video Course - Management - NOC:Management of Field Sales

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Co-ordinating Institute - IIT - Kanpur

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

- Lecture 1 - Introduction to Management of Field Sales
- Lecture 2 - Sales Role and Activities
- Lecture 3 - Value added selling and Non Verbal Messages
- Lecture 4 - Communication Styles in Field Sales
- Lecture 5 - Managing Product Life cycle
- Lecture 6 - From Product To Benefit
- Lecture 7 - The Sales Process
- Lecture 8 - Prospecting
- Lecture 9 - From Prospecting to Preparing the Sales Call
- Lecture 10 - The Buying Process
- Lecture 11 - Approaching the Customer with Adaptive Selling
- Lecture 12 - Interactive Sales Presentation
- Lecture 13 - Consultative Questioning Strategy
- Lecture 14 - Account Evaluation - Long Term Approach
- Lecture 15 - Negotiating Buyer Concerns
- Lecture 16 - Sales Force Structure
- Lecture 17 - Leading the Sales Force
- Lecture 18 - Sales Force Motivation
- Lecture 19 - Forecasting Sales and Developing Budgets
- Lecture 20 - Understanding Sales Analytics

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