

Managing Sales Teams and Distribution Channels

ACTIONABLE INSIGHTS TO CONTROL THE COST
OF SALES AND ELEVATE CUSTOMER EXPERIENCE



To sustain competitive advantage, customer sales and distribution channel management in any organisation require an ambidextrous approach. Sales leaders must focus on serving existing relationships and navigating new and emerging distribution avenues to keep up with the market demands.

Whether to sell directly to a customer, or retailer, through a distribution network or enabling the salesforce with the right combination of sales strategies, sales leaders need to detect ways to control the cost of sales, identify growth opportunities and align resources against them.



Programme Details

DATES

SEP 26 - 28, 2025

FEES

₹ 1,20,000 + TAXES

FORMAT

ON-CAMPUS (HYDERABAD)

APPLY NOW ↗

Managing Sales Teams and Distribution Channels

The Managing Sales Teams and Distribution Channels programme will help sales leaders decode the sales process, provide actionable insights on managing and compensating the salesforce and roll out an effective customer-centric distribution strategy to suit the needs of your business.



AHMED TIMOUMI

Assistant Professor of
Marketing, ISB

Ahmed Timoumi is an Assistant Professor of Marketing at the Indian School of Business. His research and teaching interests include Retailing, Channel Management, Product Returns, and Sales Force management. He holds a Ph.D in Marketing from Koc University and was a visiting scholar at Kellogg School of Management, Northwestern University. His current research focus is on Omnichannel retailing and he co-manages the Omnichannel Retailing and Ecommerce initiative (OREI) at ISB. This initiative provides a platform for practitioners and scholars to solve real problems faced by retailers in India, workshops and training to retailers, and research opportunities to scholars.

Professor Timoumi received a degree in Mathematics and Physics from Institut Préparatoire Aux Etudes d'Ingénieurs de Tunis, and a degree in Engineering with a focus in Economics and Management from Ecole Polytechnique de Tunisie.

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What Will You Learn?

- Understand the process of creating a customer-centric distribution strategy
- Explore behavioural economics perspectives to control the cost of sales
- Identify the new value stacks for customers to deliver novel benefits
- Deep dive into the stakeholder mapping for a competitive sale strategy

Who Should Attend?

The programme has been specially curated for:

- Regional sales and channel managers, key account managers directly responsible for revenue generation and for managing high-performing sales teams
- Mid to senior-level managers directly responsible for their organisation's business and go-to-market strategy
- Company owners, start-up executives, and entrepreneurs responsible for stakeholder mapping and constructing competitive sales strategy
- Marketing and operations managers who directly or indirectly manage revenues and channel partners



Programme Impact

Improve your ability to optimise profits by developing a customer-centric strategy and building relevant capabilities for your salesforce to execute it. Effectively apply the principles of behavioural economics to control the cost of sales and enhance customer experience, at the same time.

Admission Details

This programme does not have any formal education requirements. However, we admit candidates based on their professional experience and organisational responsibilities. We encourage you to apply as early as possible to secure your seat in the programme.

Executive Benefits

Receive an official certificate from ISB Executive Education, formal recognition of your professional development. On successful completion of an ISB Executive Education programme, participants gain exclusive access to the ISB Executive Network, a vast learning community of senior executives and entrepreneurs.

ADMISSION CRITERIA

The On-Campus sessions are subject to evolving global situations. Programme content, dates, schedule, fees, delivery platforms, and faculty are subject to change. The programme fee includes food and accommodation at the ISB campus or an equivalent facility based on availability.

Rankings

FT EXECUTIVE EDUCATION
CUSTOM RANKING 2025

#1 IN ASIA

#23 GLOBALLY

FT EXECUTIVE EDUCATION
OPEN RANKING 2025

#6 IN ASIA



What Participants Say?



RISHIKESH SARMA NITTALA

CHIEF OF STAFF
SWOP ENGINEERING PVT LTD

“Pre-pandemic, engaging customers meant being on-site and hands-on. Post-pandemic, delivering that same human connection digitally became a new challenge. This programme helped me understand how to adapt to that shift more effectively. I initially expected to build skills, but it offered much more - a deeper, strategic perspective on managing sales teams and channels in today’s world.”



VARUN GHAI

MARKETING DIRECTOR
UNICARE FIRE SAFETY INDIA PVT LTD

“As a manufacturer aiming to evolve into a brand-led business, this programme gave us the tools and perspective to take the lead. The sessions were rich with practical knowledge, case discussions, and real-world tools - not just textbook theory. We have been well taken care of by ISB Executive Education and I am confident the insights gained will add real value when we return to our company.”



ASHWIN MENON

DIRECTOR BUSINESS DEVELOPMENT
GASVIGIL TECHNOLOGIES PVT LTD

“This programme has helped us upskill with the relevant sales tools for the future. It highlighted the importance of relationship selling, which will remain essential even as sales moves online. The course provided valuable insights into motivating sales teams and innovating approaches. A key takeaway for me is that, despite the fast-paced changes, relationship selling will continue to be a crucial skill going forward.”



ISB Executive Network

On successful completion of an ISB Executive Education programme, you will be awarded an official certificate from ISB Executive Education, a formal recognition of your professional development.

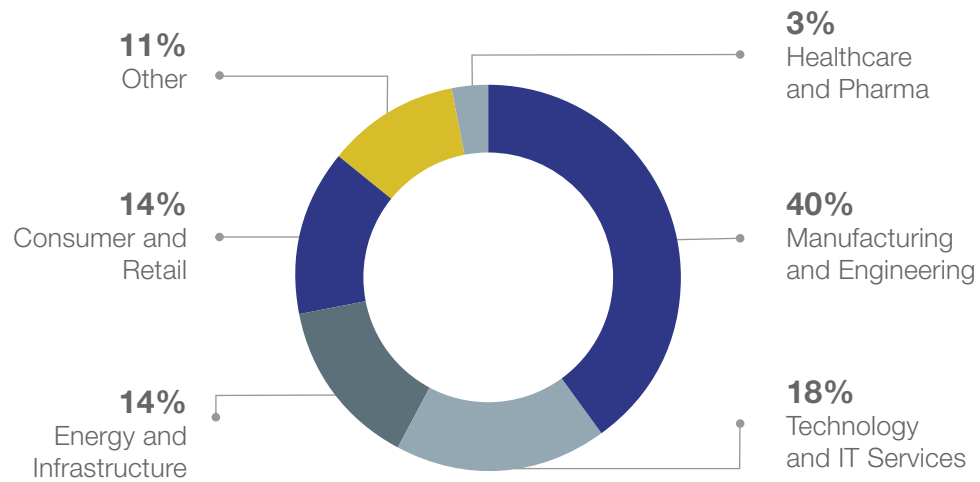
You will be a part of the ISB Executive Network, a vast community of senior executives and entrepreneurs across the Globe.

ISB EXECUTIVE NETWORK BENEFITS INCLUDE:

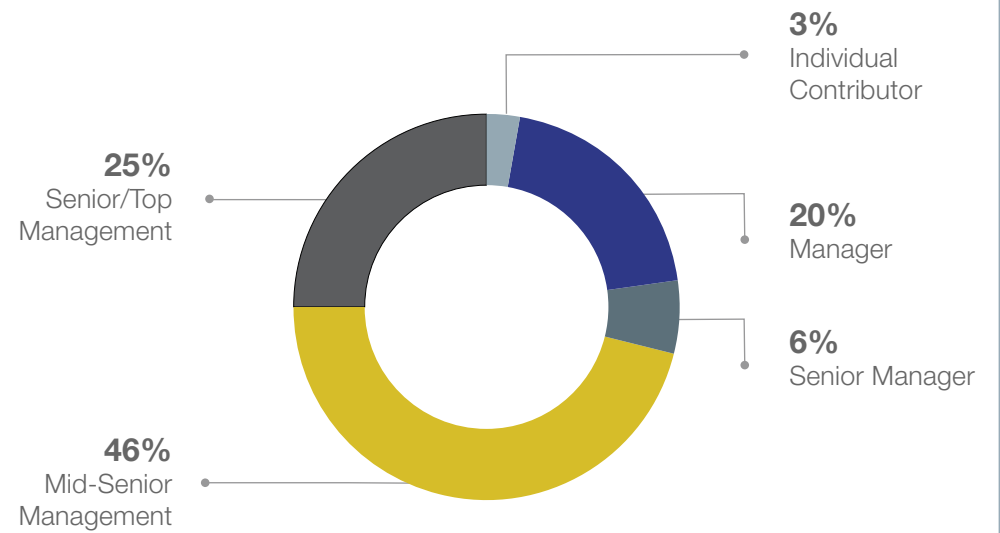
- ISB Executive Education Newsletters with the latest updates
- Networking opportunities via ISB Executive Network Group on LinkedIn
- Exclusive invitations to Online and Offline events like Webinars, Conferences, and Master Classes, amongst others
- Preferential pricing: 5% discount on ISB Executive Education programmes
- Preferential pricing: 10% discount on ISB Online programmes

Class Profile

INDUSTRY DIVERSITY



LEADERSHIP LEVELS





Topics Covered

The programme spans two days of highly interactive sessions to explore the dynamics of sales and distribution channel management in a rapidly evolving consumer-driven world. Learn from hands-on exercises, and case studies that will help you put theory into action.

MODULE 1 | CUSTOMER-CENTRIC FRONTLINES

- Examining the current landscape of firms' Go-To-Market strategies
- Understand the concept of echoverse and learn how to construct a customer-centric distribution strategy
- Learn the behavioural economics perspectives to enhance profits by controlling the cost of sales
- Gain insights on new value stacks for customers to deliver new benefits

MODULE 2 | MANAGING AND MOTIVATING THE SALESFORCE

- Understand the concept of feeling economy and learn how stakeholder mapping can give you a competitive advantage
- Learn novel ways to compensate and motivate salespeople
- Explore the various methods and best practices for sales enablement
- Team Project Activity

MODULE 3 | AMBIDEXTROUS SALES ORGANISATIONS

- Identify and handle deterrents to sales and distribution alignment
- Learn how to embrace 'change' without dismantling the previous model of a high growth organisation
- Put theory into action
- Converging ideas

ISB Advantage

Leaders and organisations today must continually reinvent themselves to navigate complex disruptive environments and create and renew their competitive advantage over time.

ISB Executive Education empowers executives with the skills, mindsets and vibrant networks required to manage and lead in this new world and achieve their distinctive personal and professional goals.



GLOBALLY RENOWNED FACULTY

ISB faculty includes leading academics who will challenge your existing way of thinking and broaden your horizons to include new perspectives on complex problems.



TRANSFORMATIONAL LEARNING EXPERIENCE

Our distinctive teaching methodologies and an intense and challenging learning environment work in concert to expand participants' learning horizons.



RESEARCH-BACKED THOUGHT LEADERSHIP

ISB is the top business school in India for research. At our research centres and institutes, faculty collaborate with top minds to foster groundbreaking thought leadership.



DEEP EXPERTISE IN EMERGING MARKETS

ISB has developed rigorous intellectual capital and a vast number of case studies that explore critical challenges facing organisations and leaders in emerging economies in the East and South.



FUTURE-READY PERSPECTIVES

Discover organisational “unlocks” and create future-ready companies.

PROGRAMME ADVISORS

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ISB Executive Education reserves the right to make changes in the programme without prior notice.

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