



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Distributor Management

Developing sales management skills needed to effectively and efficiently manage product distribution

Program starts in March 2024



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PROGRAM OVERVIEW

Product distribution management has long been a continuing business challenge. Complex supply chain issues often cause finished goods for distribution to come too late, allowing competitors to seize the business opportunity and grab market share.

This competitive landscape made effective distribution management practices integral to supply chain, sales, and inventory management. Successful distribution involves many moving parts and methods requiring a strong distribution management strategy fueled by real-time information.

Essentially, the partner distributors are considered part of a company's sales team and are in charge of driving direct and indirect distribution of the products. Effective and efficient distribution of products translates to more visibility, awareness, penetration, and trial of the products and ultimately impacts market shares and competitiveness.

In this course, participants will learn how to develop successful company distributor management strategies. The program will take the participants on a journey - from introducing them to successful sales processes to equip them to design their sales strategies for the general trade, manage a portfolio of brands for selling, and finally think about how to embed the sales operating discipline at all levels of the organization. Participants will be exposed to several resource industry experts who can share real-life best practices in critical areas of commercial operations.

PROGRAM OBJECTIVES

At the end of the course, participants will be able to:

- Develop go to market model for various channels and products
- Understand sales operations management strategy
- Develop and execute a joint business programs with distributors
- Learn the distributor management models
- Define Channel Marketing and its key elements
- Create sales operations strategies of distributors via capacity review
- Manage the multi-functional Teams and Stakeholders in Sales management

WHAT YOU WILL LEARN

- Distributor Account Management
- Budget Management
- Sales & Operations Planning
- Demand Management Planning
- Business Planning and Capacity Review
- Trade Coverage Planning
- Brand Activation in Channels
- Strategic Trade Promotions Planning
- Business Analysis and Review



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

PROGRAM SCHEDULE

Live Online

March 19, 22, 26, 2024
April 2, 5, 8, 12, 16, 2024
5:30 PM to 9:00 PM

Face-to-Face On-campus

April 17, 2024
8:30 AM to 5:00 PM
(GMT+08) on all dates

PROGRAM FEE

PHP 50,990.00 or USD 927.00*

*The prevailing exchange rate at the date of payment may apply

YOUR PROGRAM FACULTY



Marju P. Geslani
Program Director
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit <https://go.aim.edu/seellinquiries> <https://go.aim.edu/seellprogramcalendar>



KEY BENEFITS

- Understand the concept and importance of Sales & Operations Planning Cycle
- Create a strategic distribution plan for the company
- Drive an effective Sales Promotions and Budget Management process
- Develop and create a good Primary Sales Forecasting model
- Execute Brand Activation with Excellence in general trade accounts
- Understand SKU Portfolio Management in the general trade accounts
- A deeper understanding of Category Business Planning in general trade accounts
- Understand Channel Business Planning and Customization

WHO SHOULD ATTEND

The program is intended for those new, aspiring, and experienced Sales Managers, Trade Marketing Managers, Brand managers, marketing managers, supervisors, and specialists. This is also open to business owners and professionals who need solid knowledge of the fundamentals of marketing management, namely:

- Sales Managers
- Distributor Managers
- Category Managers
- Senior Brand/Brand Managers
- Trade Marketing Managers
- Sales Professionals with additional marketing responsibilities
- Brand Assistants/ Managers/Directors
- Senior Business Managers
- Merchandising Buyers/Category Buyers of Retailers
- Start-up Entrepreneurs who need to develop a Sales and Marketing plan for Innovation

Learning Content

Day 1
Understanding
The FMCG
Retail
Landscape

Day 2
Distributor
Management
Concept

Day 3
Demand
Forecasting/Supply
Planning





Day 4
Understanding
Market Trends

Day 5
GTM
Development

Day 6
Distributor
Management
Programs 1

Day 7
Distributor
Management
Programs 2

Day 8
Sales Promotions
Management

Day 9
Sales Strategy
Development

Day 10
Distributor
Capacity Review
and Planning





Your Program Faculty



Marju P. Geslani
Adjunct Faculty
Asian Institute of Management

Marju P. Geslani is an experienced Sales and Marketing executive, entrepreneur, and educator. He earned his MBA and Undergraduate Degrees from San Beda College and completed the Management Development Program at the Asian Institute of Management. Professor Geslani brings with him twenty-five years of progressive experience in the fields of Sales and Channel Management, Brand Marketing, Brand Operations, Trial Marketing, Trade Marketing, Shopper Marketing, and E-commerce with Multinational FMCG and Telecommunication companies.

He is currently the Customer Marketing Group Head of Nutri-Asia, Inc. Prior to joining Nutri-Asia, he was with Procter and Gamble as Country Commercial Manager of Professional Business and Brand Operations Director.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and, ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Postgraduate Certificate in Sales Management

*Postgraduate Certificates require five (5) units earned within two (2) years.

Participants will also earn two (2) units which can be credited to the Postgraduate Diploma in Management.

*The Postgraduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at <https://executiveeducation.aim.edu>



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