

DMS ENHANCER

**announces two result-oriented
workshops during July 2010**



Workshop 1 (two days)
MANAGEMENT OF RECEIVABLES
16-17 July at Hotel Shelter, Mylapore

Workshop 2 (one day)
CRITICAL ROLE OF THE SALES MANAGER
24 July at Hotel Shelter, Mylapore



DMS ENHANCER

(Training division of DMS Financial Services Co. Pvt. Ltd.)

Workshop 1

MANAGEMENT OF RECEIVABLES

16-17 July at Hotel Shelter, Mylapore



An intensive workshop at the end of which participants will be equipped with the ability to evaluate customers' credit-worthiness, decide credit limits, control defaults, and understand legal implications.

WORKSHOP COVERAGE

- Ω Skill-sets to diagnose customer credit-worthiness
- Ω Track customer repaying ability
- Ω Advance sickness signals
- Ω Assess cost of the credit
- Ω Relate credit policies to sales
- Ω Collection strategies and techniques
- Ω Negotiation skills for collecting overdue bills/NPAs
- Ω Bank approach to financing receivables
- Ω Legal issues from delinquent cases
- Ω Precautions before finalising contract terms
- Ω Hard collections, arbitration, repossession

TARGET AUDIENCE

- Σ Banks, NBFCs, home finance & credit card companies
- Σ Service firms in telecom, travel, hospitality...
- Σ Capital equipment manufacturers & distributors
- Σ BPOs & collection agencies

Workshop 2

CRITICAL ROLE OF THE SALES MANAGER

24 July at Hotel Shelter, Mylapore



The only source of revenue for a firm is through sales of its products & services; everything else is an outflow. It is said that the most critical role in the entire firm is that of the Sales Manager. What bearing would it have on your firm's results if you focussed on this role?

WORKSHOP COVERAGE

- Ω Role and critical skills of the Sales Manager
- Ω Problems facing first-time Sales Managers
- Ω Analysing sales potential of a territory
- Ω Setting sales targets
- Ω Understanding what makes a salesperson perform
- Ω Motivating the sales force and channel partners
- Ω Impact of incentive schemes on results
- Ω Effective team work
- Ω Systems & documentation for smooth functioning
- Ω Achieving sales targets

TARGET AUDIENCE

- Σ Firms with structured sales teams in any industry
- Σ New businesses setting up their sales organisation
- Σ Firms operating through indirect distribution channels
- Σ Small and medium scale enterprises (SMEs)

Brought to you by professionals from IIMs/XLRI, a Chartered//Cost Accountant and experts from industry, with decades of relevant experience.

WORKSHOP METHODOLOGY

- μ Interactive discussions led by the facilitators
- μ Exercises and case studies
- μ Application of learning to the participants' companies

CERTIFICATE FOR ALL PARTICIPANTS

- μ Certificates will be presented to all participants who attend the workshop.

PARTICIPANT FEE

- Δ Workshop 1: Rs.3,000 per participant
- Δ Workshop 2: Rs.2,000 per participant
- Δ Fee includes certificate, course material, lunch & refreshments and Service Tax
- Δ Cheques/DDs should favour:
'DMS Financial Services Co. Pvt. Ltd.'



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