

THE LBS SALES ACADEMY



Duration:
12 days over 4 months



Fee: **N1,800,000**



INTRODUCTION



In our highly volatile environment exacerbated by the disruptions caused by the Covid-19 pandemic, businesses are struggling to deal with a plethora of problems ranging from plummeting sales, disrupted supply chains, customer management to keeping employees motivated in the New Normal. The pandemic and the new world of work have brought to the fore the need to make significant changes to workforce size, organisational structure, store layout, cost structure, skill sets, and employee motivation

strategies.

Productivity in the face of "Working remotely" has become paramount as the pandemic has disrupted the business operating environment, including the way we sell. In consideration of the changing of selling modalities and sales environment, the LBS Sales Academy has been positioned to meet the needs of today's volatile market.

OVERVIEW



The Sales Academy is designed in recognition of the need to provide sales professionals with cutting-edge practical tools to apply to their everyday work to enhance effectiveness, efficiency, and productivity.

At the end of the training, the participants would be ready to 'go to market' with the requisite knowledge and skills to be top-notch sales professionals. Considering the importance of the applicability of

sales concepts, some of the modules will have an activity-based component in which the participants can apply learning directly to their work. This practice-based Academy will provide hands-on training on the practical aspect of Sales based on the identified challenges in industries.

OVERARCHING OBJECTIVES:



The programme will enable participants to adopt a contemporary approach to solving complex sales problems, understand changing shopper behaviour and the dynamic trade environment including new channels, appreciate route-to-market concept and

art of flawless execution, utilise data and insights to identify sales and market trends, develop key account management skills, and overall, determine sales effectiveness.

LEARNING APPROACH



The above objectives will be achieved by focusing on the acquisition of key skills and competencies in the exciting world of Sales through a detailed curriculum that takes into consideration the current macro-economic challenges of Nigeria via a practical approach.

This would include

- Lectures (online, face-to-face and hybrid)
- Case studies and role-plays
- Self-assessments (through reflection dairies)
- Capstone project

LEARNING OUTCOMES



At the end of the programme, participants will

- Appreciate the highly dynamic Nigerian Business Environment and develop creative ways of adapting to it while meeting and exceeding customer expectations
- Develop key criteria for identifying ways organisations can increase sales volume by utilising the four components of the marketing mix (Product Strategy, Pricing, Promotion, and Place) in the face of "stiff market competition".
- Identify the criteria for determining the best and relevant route-to-market and distribution channels and determine key criteria for selecting retail and other channel partners in our environment.
- Recognise team dynamics and determine innovative ways of effectively managing the sales team including productivity measurement
- Appreciate the importance of well-articulated value propositions for selling in the digital space
- Understand the process of budgeting in the sales planning and appreciate the principles of financial Accounting for sales professionals
- Understand the importance of data and sales analytics to drive better insights for sales prediction, planning, and execution
- Develop competencies for the launch, execution, and management of online and offline sales campaigns
- Demonstrate soft skills including personal effectiveness, personal branding, time management and teamwork.

FACULTY



Chidi Okoro

Chidi Okoro is currently the Founder/Executive Consultant of Drugs and Medicaments Nigeria Limited, a retail chain/own brands dealer in the Pharmaceutical sector. He is a consultant in Strategy and Business Development to organisations in FMCG, Pharmaceutical, Retail and Africa operations, and a recipient of numerous awards including Pearl Quoted CEO of the year 2013 and GSK Turn Around Manager Award.

His areas of interest include Sales and Business Development including Route to Market Models' Development and Execution in both Services and Products organisations; Marketing Operations Management including New Products Development; Retail Sector Operations; Strategy Development and Execution.

Mr Okoro is a General Manager-level Executive with over thirty years of experience across industry sectors. He has worked across the Pharmaceutical, Personal Care, Food, Telecommunications industries. He has exposure across all states of Nigeria and has also set up on-going business operations in all four regions of Africa. He was Managing Director and member of Board of Directors of GlaxoSmithKline Consumer Nigeria Plc, CEO Africa for Lucozade Ribena Suntory, CEO UAC Foods/Tiger Brands SA JV and was also a member of Board of Ogun State Security Trust fund for three years.

Mr Okoro was trained as a Pharmacist at the University of Nigeria, Nsukka and has a master's degree in Business Administration from the University of Lagos. He obtained a Senior Management Programme certificate from Lagos Business School and an Executive Master's Degree in Positive Leadership and Strategy from IE Business School, Madrid, Spain



Dr. Ogechi Adeola

Dr Ogechi Adeola is an Associate Professor of Marketing and the Head of Department of Operations, Marketing and Information Systems at the Lagos Business School, Pan-Atlantic University, Nigeria. She holds a doctorate in Business Administration (DBA) from Manchester Business School, an MBA from the same institution, and a law degree from the University of Nigeria. Her multi-dimensional research focuses on the advancement of knowledge across the intersection of sales & marketing, tourism and gender studies. She has published academic papers in top peer-reviewed journals, and her co-authored articles won Best Paper Awards at international conferences in 2016–2019, consecutively.

Dr Adeola is a series co-editor of the Palgrave Studies of Marketing in Emerging Economies; a Visiting International Fellow at the Open University Business School, Milton Keynes, UK (2016); a 2017 Paul R. Lawrence Fellow, USA, and has been a Guest Lecturer at the University of Ghana Business School. She is a Fellow of the Institute of Strategic Management, Nigeria, a Fellow of the National Institute of Marketing of Nigeria, and an Associate of the Gender, Entrepreneurship, and Social Policy Institute (GESPI), UK. She was a part of the Alpha team of the Centre for Global Enterprise (CGE), engaged as virtual consultants for the London Taxi Company, UK, in 2015 and Texas Capital Bank, USA, in 2018.

Adeola is the co-author of the 2018 book entitled - Sales Management – A Primer for Frontier Management, published by IAP, USA



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