

Atlas Copco Webinar

Webinar |February, 18 2023| 10:00-11:00 AM

Batch 2022-24 | Participants- 100+

Panelists' Name & Designation: Mr. Anil Dave (Business Line Manager, Atlas Copco)

The Students of International Business, Marketing, and MBA Agri Business batch of 2022–2024 attended a webinar by *Mr. Anil Dave* on 18th February 2023 conducted by Symbiosis Institute of International Business.

Mr. Anil Dave commenced the session by discussing Atlas Copco, India, established in the 1960s. Atlas Copco has state-of-the-art processing facilities in Pune and Chakan; they have strived to give their clients solutions to improve productivity and accomplish manufacturing goals. Also, he introduced the students to a worldwide engineering competency center for compressors operated by Atlas Copco based in Pune.

Further in the session, he addressed the necessity of sales management, the function of the sales manager, and classified sales management into Industrial Products and Consumer Products. The session went on to explain the difference between sales and marketing and the five phases of the sales process: sales structure, channel management, and people management.

Also, to assess the student's comprehension, *Mr. Anil Dave* asked several questions from the topics he covered and concluded the webinar by addressing the queries.

Key Takeaways-

The session was insightful and an excellent opportunity to understand sales and its classification deeply.

-Bhavya Shah, MBA-AB (22-24)

Excellent opportunity to learn about the sales process steps, structure, and channel management.

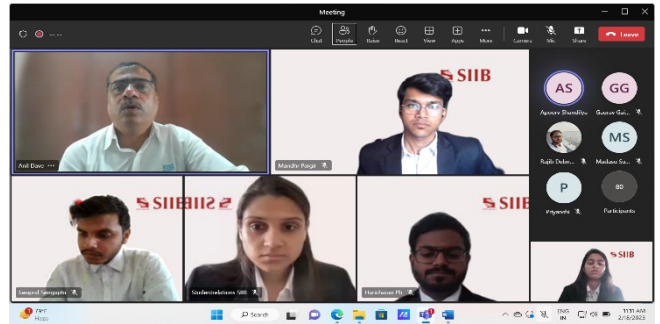
-Shreya Anand, MBA-IB (Marketing) (22-24)

Channel Management

- Direct Sales
- Indirect sales (Distributors, Dealers, Business Partners)
- OEM
- Digital sales



Slide explaining about Channel Management from the Webinar



Students actively listening to the insights provided by the speaker **Mr. Anil Dave**