



iMSR Institute of Management Studies & Research, Hubli

Newsletter

VOLUME - I

ISSUE - I

JANUARY to JUNE 2017

EDITORIAL BOARD

Chief Editor

Dr. Rajendraprasad Hanagandi

Associate Editor

Prof Nitin Dopeswar

Editorial Team

Kumar Mukul Mishra | Nitin Bhasker
Gangadhar Sheeri | Amit Angadi
Saptharshi Mukherjee

Student Representatives

Abhishek Madiwalar
Ujwal Hiregoudar

From Director's Desk:

The world of business has in the recent past, undergone dramatic change. The size and the reach of corporate have turned into virtual mini nations even as they spread their operations across geographically and cultural borders. A senior that has bought in its wake the emergence of a need breed of professional the global manger...

With the evolution of business management has come growing recognition, that for India to find its place in the international economy, it must develop its own army of corporate worriers. IMSR is the result of just this and it says much for its foresightedness of KLE society that the institution is already 96 years old and has the satisfaction of providing 600 + trained professionals to power India's march into the future. The institute offers an MBA program in affiliation with Karnatak University Dharwad and is recognized by AICTE, New Delhi. The decision to establish an institute for management education at Hubli stems from its reputation as the business center of North Karnataka. Next only to Bangalore in size, Hubli is a city that is located at heart of Karnataka. It has grown over years as a center of learning as well. A cosmopolitan city that is home to students from across the country. Hubli offers the advantage of a lower cost of living coupled with the highest quality of education and IMSR epitomes this, with world-class management education that it provides to those seeking to make in world of business. & always strive to enhance the quality of the students and enable them to face the ground realities of the business world. Our Students have the mental strength, agility and alertness to face challenges and enhance the quality of the environment that they become a part of. It gives me great pleasure to

state that our endeavor over the years have paid, duly endorsed by our alumni who are prominent names in the world of business.

The purpose to publish a bi-annual e-newsletter, is to broadcast the activities and developments of the college, achievements of the staff, students and alumni, events organized by the institute, participation in various competitions and prizes won by the faculties and students, to provide a platform for the faculty and students to dig out and depict their hidden creativity. Inviting corporate too to contribute in the newsletter in the form of poem, short story, message to the upcoming budding management graduates.



Dr. Prasad Roodagi
B.E., M.B.A., Ph.D.

Bamboozle 2017

KLEs IMSR organized two day triennial advertising and media based competition named 'Bamboozle 2017' for business schools to be part of this event in its campus from March 24 to March 25. IMSR Director Prasad Roodgi said around 22 teams from different B Schools and 15 teams from graduate colleges participated in the flagship event. Apart from Curtain raiser, Ad man, Ad flixters, Ad-o-mania and ad wiz events a special theme based competition was based on the concept of 'Swachh Bharat Abhiyan' for undergraduate college teams. McCann worldwide executive creative director Mangesh Someshwar inaugurated the event. Hubli-Dharwad municipal corporation commissioner Siddhalingayya Hiremath and TIE Hubballi president Sandeep Bidasaria were chief guests of the function. KLE Society's director Shankranna I Munavalli were part of the valedictory session which was held on March 25th 2017 at IMSR Auditorium.



McCann worldwide executive creative director Mangesh Someshwar along with Director Prasad Roodgi inaugurating along with distinguished guests during Bamboozle 2017



Director Prasad Roodgi handing over token of memento to Chief Guest Mangesh Someshwar



Managesh Someshwar (centre) inaugurating 'Bamboozle-2017' ad fest at the IMSR in Hubballi on Friday. Sandeep Bidasaria, Siddhalingayya Hiremath, P B Roodagi, and others are present.

Start with paper, pencil, says Managesh

HUBBALLI: "Your thinking does not start on a digital platform, but it starts with a paper and a pencil".

This is how Mumbai-based McCann Worldwide executive creative director Managesh Someshwar told business management students how they have to start working towards having a career in advertising business.

Speaking after inaugurating 'Bamboozle-2017', a two-day advertising festival, at the KLES' Institute of Management Studies & Research (IMSR) here on Friday, he asked the students to develop curiosity to learn and to observe their surroundings.

Curiosity is the best teacher, and the skill is in catching the right moments. Be innocent and ask questions like children, to get new knowledge, he said,

sharing his experience of developing advertisements for leading brands.

Hubballi-Dharwad Municipal Corporation (HDMC) Commissioner Maj (rtd) Siddhalingayya Hiremath stated that the winning teams in the event would be given opportunity to develop advertisements for the HDMC in 24X7 water supply, waste management and e-governance areas.

TIE Hubballi chapter President Sandeep Bidasaria stressed the importance of power of advertising.

IMSR Director P B Roodagi, Dr Rajendraprasad K H, and others were present.

A total of 22 teams from different places in Karnataka and Maharashtra are taking part in the competitions being held during the ad fest.

DH News Service

At a glance



Industrialist C V S V Prasad presenting the general championship trophy to the winners of 'Bamboozle-2017' management fest organised by KLES Institute of Management Studies & Research in Hubballi. KLES management board director Shankranna Munavalli, college director Prasad Roodagi, and others are present. DH PHOTO

KLSIMER team wins 'Bamboozle-2017'

HUBBALLI: The KLS Institute of Management Education & Research (KLSIMER), Belagavi, bagged the general championship at 'Bamboozle-2017', a management fest organised by KLES Institute of Management Studies & Research (KLESIMSR) here recently.

'Curtain Raiser', 'Ad Wiz,' 'Ad Flickster,' 'Ad Mania,' and 'Ad-O-Mania' awards were bagged by the KLSIMER students, while the students of Vishweshwarayya Technological University, Belgavai, won the 'Ad Man' event.

Students from as many as 12 colleges participated in the Flash Video on 'Swacha Bharat Abhiyan.' Abdul Kalam College from Gadag won the 1st prize, while KLE College of Commerce, Hubballi, won the 2nd prize. CSI College, Dharwad had to be content with the third prize.

Ad influence

Industrialist C V S V Prasad, who was the chief guest said, advertising had been heavily influencing youngsters and it

had become mania these days.

He was speaking after presenting prizes to the winners of 'Bamboozle-2017' management fest here.

He said, most of the youths were using branded and ready-made consumable and non-consumable goods. This was because of the influence of advertisement caused on them. Advertisement had the capacity to change one's mind, attitude, opinion, and behaviour.

He said, India had proved its calibre in advertising. India had lot of talent in advertising. Traditional advertising had been paving way for new advertising, and social media advertising was gaining momentum these days.

Students from different colleges shared their experience of participating in the management festival. KLES management board director Shankranna Munavalli, IMSR Director Prasad Roodagi, and others were present.

DH News Service

Inauguration of Incubation center at KLE IMSR

Incubation center was inaugurated at KLE IMSR on 13th June 2017. Director Prasad Roodagi inaugurated the center and spoke on the occasion and said entrepreneurs can get the benefit of this incubation center. The center will be helpful in boosting governments various schemes for enhancing employment opportunities and production and manufacturing initiatives. He also called for entrepreneurs who are willing to set up new industries.



Incubation center inauguration in news in Hosa Diganta newspaper on Wednesday, 14th June 2017



Incubation center inauguration in news in Samyuktha Karnataka newspaper on Wednesday, 14th June 2017

NAME OF INSTITUTE ESTABLISHED	CITY	DIRECTOR	WEBSITE
A++			
ABV-IIITM Gwalior 1996	Gwalior	Prof S.G. Deshmukh	www.iitm.ac.in
Army Institute of Management 1997	Kolkata	Maj Gen (Dr) S.C. Jain	www.aim.ac.in
Aurora's Business School 1998	Hyderabad	Dr Sreenivas Reddy G.	www.absi.edu.in
Badruka Institute 2001	Hyderabad	Mukundlal Badruka	www.badruka.com
Balaji Inst. of Management & Human Resource Development	Pune	Dr (CoI) A. Balasubramanian	www.bimhrdpune.com
Balaji Institute of International Business 2003	Pune	Dr (CoI) A. Balasubramanian	www.biipune.com
Balaji Institute of Telecom & Management 2002	Pune	Dr (CoI) A. Balasubramanian	www.bitmpune.com
Centurion University of Technology & Management 2010	Paralakhemundi	Prof (Dr) Mukti Kanta Mishra	www.cutm.ac.in
Delhi School of Business, VIIPS-TC 2012	Delhi	Rattan Sharma	www.dbs.edu.in
Delhi School of Professional Studies & Research 1999	New Delhi	Dr Ravinder Vinayek	www.dspr.in
Department of Business Economics (University of Delhi) 1999	New Delhi	Prof Suresh Chand Aggarwal	www.mbe-du.org
DMS, VMKV Engineering College 1987	Salem	Kamatchi Sharavanan	www.vmkvec.ac.in
Eastern Institute for Integrated Learning in Management 1995	Kolkata	Dr R.P. Banerjee	www.eiilm.co.in
GITAM School of International Business 1980	Visakhapatnam	Dr V.K. Kumar	www.gsib.org
IBS 1995	Pune	N/A	www.ibsindia.org/ibs-pune
IBS 1995	Mumbai	N/A	www.ibsindia.org/ibs-mumbai
IILM Institute for Higher Education 1993	New Delhi	Vijaylaxmi Anand	www.iilmr.ac.in/
IISWBM 1953	Kolkata	Prof (Dr) Tanima Ray	www.iiswbm.edu
IMM-FOSTIIMA Business School 2007	New Delhi	Dr Subhash C. Kaikkar	www.ifbs.org.in
Indian Institute of Finance 1987	New Delhi	Prof Aman Agarwal	www.iif.edu
Indian Institute of Finance 1987	New Delhi	Prof Aman Agarwal	www.iif.edu
Institute of Management & Development 2004	New Delhi	Abhishek Chaudhary	N/A
Institute of Public Enterprise 1964	Hyderabad	Dr Ram Kumar Mishra	www.ipeindia.org
Integrated Academy of Management & Technology 1996	Ghaziabad	Dr Pankaj A. Gupta	www.inmantec.edu
International School of Business & Media 2000	Pune	Dr Anirban Sengupta	www.isbm.ac.in
International Institute of Management Studies 2005	Pune	Dr Sandip Sane	www.iimspune.edu.in
Jagan Institute of Management Studies, Rohini 1993	New Delhi	Dr J.K. Goyal	www.jimsindia.org
Jaipuria Institute of Management 1995	Lucknow	Dr M. Ashraf Rizvi	www.jaipuria.ac.in
Jaipuria Institute of Management 2004	Noida	Dr Rajiv R. Thakur	www.jaipuria.ac.in
Jaipuria Institute of Management 2001	Ghaziabad	Prof. (Dr) Daviender Narang	www.jaipuria.edu.in/jim
Jansons School of Business 2002	Coimbatore	S. Mohan	www.jsb.ac.in
JK Business School 2006	Gurgaon	Dr Sanjiv Marwah	www.jkschool.org
KCT Business School 1984	Coimbatore	Dr R.S. Kumar	www.kct.ac.in
Kirloskar Institute of Advanced Management Studies 1991	Harihar	Dr C.N. Narayana	www.kiams.ac.in
KLE Society's Institute of Management Studies & Research	Hubli	Dr Prasad. B. Roodagi	www.kleimshubli.org
KLS Institute of Management Education & Research 1991	Belgaum	Dr Purushottam Bung	www.klsimer.edu
Kristu Jayanti College of Management & Technology 1999	Bangalore	Fr Josekutty P.D.	www.kristujayanti.edu.in
Neville Wadia Inst. of Management Studies & Research 1991	Pune	Dr A.B. Dadas	www.nevilewadia.com
Padmashree Dr. D.Y. Patil University	Navi Mumbai	Dr Shirish Patil	www.dypatil.ac.in
Prestige Institute of Management Gwalior 1997	Gwalior	Dr S.S. Bhakar	www.prestigegwl.org
Punjab College of Technical Education 1999	Ludhiana	Dr K.N.S. Kang	www.pcte.edu.in
R.K. Institute of Management & Computer Science 1999	Bangalore	N/A	N/A

KLE IMSR among Best B Schools in India, Business India- The magazine of the corporate world, May 2017

Emerging Sales trends: Overachieving your sales targets

Mr. Benjamin Nosina

2013-15 Batch

Email:nosina.benjamin@gmail.com

There are a number of emerging trends in the sales market and a range of tools that are becoming increasingly used to increase sales effectiveness within enterprises. We look at how a number of trends are affecting selling and how B2B sales teams can respond in the new world of selling.

A report from OgilvyOne found that 69% of salespeople feel that the buying process is changing faster than sales organisations are responding. They feel out of their depth. And social selling is contributing to that.

Social Selling for uncovering buyer needs

Buyers might be more informed about what they are purchasing nowadays, but they are also more open about what they are thinking, because of social media. Twitter, LinkedIn, blogs and many more platforms give salespeople access to their buyer's world in an unprecedented way. Salespeople can now see what their buyers are publishing and talking about online. This enables sales teams to readjust their approach, strategy and pitch to match certain buyer situations and problems. It can also be a more effective way of keeping on the bleeding edge of events as they happen rather than relying on traditional news outlets. This can help in times of volatile business activity, financial results publishing, or mergers and acquisitions. The buyer may be more informed than ever; the difference now is that the salesperson should be too.

Connecting with buyers through social media

B2C marketers and sales teams are a few steps ahead of the B2B community, especially the enterprise space, when it comes to making meaningful client interactions through social media.

There are a few reasons for this. 1) It's just not 'how things have been done' in the corporate space and is pulling the rug out from under traditional marketers. 2) When B2C marketers connect with consumers on social media, they are connecting directly with the person buying that product. When B2B marketers connect with brands on social media, they are connecting with other marketers, not decision makers. Very often it descends into a web of social media managers, all pushing their messages at each other.

Yet the trends in social media mean that more individuals within companies are now using social platforms for more collaborative working; through forums, online support networks, LinkedIn groups. Salespeople can utilize these platforms to position themselves as advisors and influencers.

Customer experience is king

Where we once had buyer journeys that focused on a sales cycle and its stages to completion, we now have **customer experience**. The advent of social media means that companies are now expected to track how customers interact with their brand from every angle; whether that's seeing a promotional offer on a sign at an airport or contacting customer support via Twitter.

As more channels open up for a customer to interact with your company, the more channels there are to manage each customer's experience. As Forbes puts it, "Customer experience is the cumulative impact of multiple touch points over time, which results in a real relationship feeling, or lack of it." The key to incorporating this into your sales process is by looking at ways that you, as a salesperson, can help improve the experience that your customer has when engaging with your company will become a key differentiator between you and the next sales person. It's also a way to demonstrate value to your customer in an ever-changing supplier-buyer model.

Automation is critical

There is an increasing amount of sales enablement tools available, and many more in development – all of which are paving the way for greater automation within the sales profession. For the average B2B salesperson, this means that rather than researching customers, they can have realtime customer information sent to them (such as The Sales Way's Sales Mail service) or by using social selling apps that aggregate data into one location for easy access. A recent study by CSO Insights reported that only 37 percent of a sales person's time was spent on actual selling activities. The majority of their time each day was dedicated to administrative and account management duties – clearly this is an area that sales management can leverage automation focused apps to reduce the time their sales teams are away from customers. There are now a whole world of enterprise applications and mobile apps dedicated to improving client engagement, such as Showpad that supports content delivery to sales teams during customer presentations and pitches. On the sales enablement and learning side, newcomers such as Wranx are offering innovative approaches to helping sales people learn and retain knowledge in fast-changing sales environments. Their acceleration and gamification approach to sales learning is one to watch and will likely see many other software vendors following suit.

Sales and Marketing departments are converging

Social media has made publishers and journalists out of sales people. Now, sales people can publish their views, perspectives and recommendations and become marketers in their own right. They can also use the feedback they collect from customers to turn back into marketing departments for instantaneous, real-time marketing. We are seeing an increasing number of sales people leveraging LinkedIn's publishing platform to connect with customers and position themselves as thought leaders. The important way to really make an impression through personal sales driven marketing efforts on LinkedIn is to focus on customer issues, trends or strategies rather than touting your own product. Think about what you like to read, and then try and take elements of that to spin into your own posts. You wouldn't be enthused by a "go to my site to see more facts about my product", so why do you think your customers are?

As sales and marketing converges, both teams need to spend more time in each other's camps to become more informed on what the buyer needs and when.

CRM is about insights, not just info

CRM systems have become complex, massive beasts, sometimes with decades of data tied up in them. CRM, or Customer Relationship Management, is widely used as a tool to understand and manage consumer behaviour and its main goal is to increase your profitability and boost your sales. According to Forbes, however, CRM usage is declining. Is this a result of a less stringent approach to managing the sales process or is perhaps the CRM software we are using not relevant to the current world of sales anymore? The answer might be in the fact that sales behaviour is becoming more and more complacent when it comes to updating CRM and tracking opportunities through it. CRM systems are also becoming incredibly complex in the range of information that sales teams are expected to collect, and maybe this just doesn't address the current needs of sales people.

Death of the B2B sales person

So, do these factors mean the death of B2B sales? Some industry analysts argue that field sales teams and even telesales are no longer needed to make a sale and are consequently undervalued, especially when compared to more modern customer communication alternatives such as social media. Well, in truth, the role of the B2B salesperson is changing and evolving with the rest of the business world. The focus is now upon business value rather than product features. To succeed, sales people need to focus on analyzing their customers' businesses and how they can continually maximize the value they provide to clients.

We should pause a moment to review that statement, as the term is repeated regularly without much thought. "Continually maximize the value you provide to clients". We take that as a given, but how many of us actually do that? How could we reimagine our product portfolio to make it work for our customers, rather than work for our assumptions about what our customers need? Think about the challenges your product solves. Are you overestimating the scale of challenge created for the customer by not having your product? What could make the product more compelling – what new, simple extras could be added on to take it from a standard product into a 'how did we live without it' service? Sometimes those extras are simple additions that are easy for you to add, but make a big difference for the customer.

Conclusion

We looked over the latest sales trends and tools of 2015 and what seems to be a prominent theme is fluidity. Sales processes are ever more versatile and difficult to predict, which requires flexibility on the side of sales people, as well. To address the constantly evolving nature of the sale industry, sales management has to be aware of how customers think and behave and be flexible enough to mould to their customers' journeys, based on real data and not just our own assumptions about what clients want or need. Our culture is now used to the "always available" phenomenon and, because of that; salespeople must learn to leverage social media in order to deliver value. Following these trends, the focus over the next year will be on customer experience and Forrester argues that it will be the new competitive focus area that you'll have to address with your complete and undivided attention. It will become the benchmark by which sales people and suppliers are judged by buyers.



Institute of Management Studies & Research - IMSR, Hubli

B V B Campus, Vidyanagar, Hubballi - 580 031. KARNATAKA

Phone: 0836-2377466, Fax: 0836-2376369, Website: www.klesimsr.org