



Corporate training to build winning brands

Brand strategy workshops are an integral part of corporate training at SAMSIIKA® Academy of Brand Management (SAB®). Some of the biggest business houses send their dynamic brand and marketing teams for fine tuning so that they can understand the brand building process better.

CINTHOL

FEEDBACK

"The session helped us to know common things which we were regularly doing wrong but were unaware of, Mr Kapoor helped us know them in detail. The training programme was very fruitful as it helped us brush up skills which we were not utilising in a better way."

— **Godrej Soaps**

"The personality of Mr Kapoor, the oratory, the presentation skills, the lively and down to earth examples — were very stimulating. A brand needs to be brought up like a child with love, care and understanding. It was a wonderful, comprehensive, logical and interactive training session."

— **Bluestar Ltd.**

FEEDBACK



Mr Jagdeep Kapoor explains the finer points of brand building to Blue Star executives.



"We like the way the most complicated things were presented in a simple way. We liked the friendly and open discussion and the positive and interactive mode of this brand training."

— **Panacea Biotec**

FEEDBACK



The Panacea Biotec sales team after a training session with Brand Guru Jagdeep Kapoor



FEEDBACK

"It was an interactive session on various aspects related to marketing. The participants benefited immensely from the talk and this would help them in devising appropriate strategies for business growth and development."

— **Stock Holding Corporation of India Ltd.**



Stock Holding Corporation staffs listen in rapt attention to Mr Jagdeep Kapoor



Mr Jagdeep Kapoor clarifies on brand building concepts



FEEDBACK

"It was extremely useful. The structured method of brand building was unique. Such a complicated subject was made to look so simple and easy. The modular method was helpful. One can take what one can absorb and practise - one or more at a time - to suit oneself."

— **Aditya Birla Group.**

The brains trust of the Aditya Birla Group with Mr Jagdeep Kapoor



Mr Jagdeep Kapoor shares the secrets of building winning brands with Unichem Laboratories



Mr Jagdeep Kapoor & Mrs Asha Kapoor with the Managing Director of Unichem Laboratories

FEEDBACK

"Key concepts were illustrated in a most lucid manner. The sessions were very interactive with a high focus on diverse industry examples. It gave an insight into actual brand building."

— **Unichem Laboratories Ltd.**



FEEDBACK

(The training) helped us to know the mistakes made by the salesperson in the market in handling different types of customers. Sales persons were addressed at their level with easy to understand examples. (The training) gave us very good ideas to improve ourselves, to improve our style of work and productivity."

— **Pidilite**



Fevicol sales team learns the realities of the marketplace

SAMSIIKA® TRAINING PROGRAMMES™

In addition to Brand Management programmes, SAMSIIKA® Academy of Brand Management® also conducts Sales Training & Customer Service Training programmes for corporates

SAMSIIKA® Sales Training Programmes

- SAMSIIKA® Sales Systems™
- SAMSIIKA® Avoid Sales Mistakes Module™
- SAMSIIKA® Buying Signals Module™
- SAMSIIKA® How to Close a Sale™ Module™
- SAMSIIKA® Telemarketing Module™
- SAMSIIKA® All Sales - No Jazz Module™
- SAMSIIKA® Sales Mock Calls Module™
- SAMSIIKA® Module for Handling Objections™
- SAMSIIKA® Product Story Module™
- SAMSIIKA® Territory Planning Module™
- SAMSIIKA® How to Appoint a Distributor Module™
- SAMSIIKA® Test Your Negotiation Potential Module™

SAMSIIKA® Customer Service Training Programmes

- SAMSIIKA® Customer Service Quality Module™
- SAMSIIKA® Customer Service Standards Module™
- SAMSIIKA® Customer Service Attitudes & Skills Module™
- SAMSIIKA® Relationship Marketing Modules™
 - a) SAMSIIKA® Sambandh, nahin to Sab Bandh Module™
 - b) SAMSIIKA® Rishtey Module™

One Day Brand Management Course®



Samsika Academy of Brand Management



Estd. 1995



Mrs Asha Kapoor - Director, SAB®, has put in over 41 years in the field of education. A double post-graduate with specialisation in Behavioural Psychology and Languages like English & French, Mrs. Asha Kapoor's rich and varied experience helps immeasurably in understanding the intricacies of consumer behaviour.

World-class brand training centre comes of age

The birth of the Samsika® Academy of Brand Management (SAB®) was admittedly altruistic. The man who had successfully built a plethora of brands felt he wanted "to give something back to the profession that had given him so much."

Like all good ideas, SAB® too took root and instantaneously blossomed.

The academy has two objectives:

One, to formulate young minds and teach them the secrets of building winning brands. And the other to make available the wealth of experience that Jagdeep Kapoor has gleaned from decades of brand building so that the sales and marketing personnel of corporations can flower to full potential.

On the first front, SAB® is a designer school for brand marketing studies. Basic and Advanced courses in integrated brand management are offered. Here, theory and practice are brought to the student on a single platter so that he can divine the complexities of the marketplace even while absorbing the theory.

Corporate training, on the other hand, consists of specially designed modules that drive home the secrets of building brands that can rule the market.

Interspersed with valid, real life examples, Jagdeep Kapoor

sharpens the claws of the marketing force, enabling them to grab greater market share. He elucidates on the finer points of leadership and its relation to the brand.

SAB® has played host to multinationals and some of India's biggest conglomerates and trained them successfully.



Published by:
Mrs. Asha Kapoor,
Director - Samsika
Academy of Brand
Management on behalf
of Samsika Marketing
Consultants Pvt. Ltd.

Schedule (April 2014- March 2015)		
Day	Course Date	Last date for registration
Tuesday	29th April, 2014	Tuesday, 15th April, 2014
Thursday	31st July, 2014	Thursday, 17th July, 2014
Tuesday	30th September, 2014	Tuesday, 16th September, 2014
Thursday	30th October, 2014	Thursday, 16th October, 2014
Tuesday	30th December 2014	Tuesday, 16th December, 2014
Tuesday	31st March, 2015	Tuesday, 17th March, 2015

Timings : 7:30 am - 3:45 pm



Brand Guru, Jagdeep Kapoor's 24 Brand Mantras Synopsis

...an excellent book a useful tool and guide in the hand of the young marketing executives

KUMARMANGALAM BIRLA

Chairman, Aditya Birla Group

Jagdeep Kapoor truly understands brands... he has built winning brands consulted with companies to help them build successful brands and is a

superb communicator... must reading for every young brand manager.

ADIGODREJ Chairman, Godrej Soaps Ltd.

Written in a down to earth and simple and friendly style.. will appeal equally to a fresh marketing student as to a senior marketing professional.

VASANT N. PATANKAR Lupin Professor in Business Philosophy and Strategy

Narsee Monjee Institute of Management Studies, Mumbai

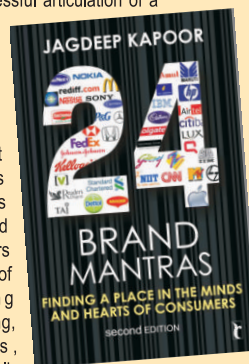
This concise and practice-based book is aimed at helping marketers develop winning brand strategies. It presents 24 action-oriented mantras, which can help to launch, build, rejuvenate, and grow successful brands.

The book focuses on building brands by appealing to both the minds and hearts of consumers. Culled from the author's vast experience as a marketing professional, the mantras are formulated to provide satisfaction to the consumer as also to

create wealth for the marketer. The book covers all the important elements of the marketing mix including segmentation, positioning, advertising, promotion, sales distribution, product portfolio design, pricing and customer service. Well illustrated with real-life examples of brands, the book makes for the successful articulation of a winning brand strategy.

24 Brand Mantras:

Finding a place in the minds and hearts of consumers (Second Edition) is an excellent guide for building brands with a consumer focus approach. The updated version of the book covers all the important elements of marketing including segmentation, advertising, promotion, sales, distribution, product portfolio design, pricing and customer service. Well illustrated with examples of latest brands, the book is a must read for brand managers, entrepreneurs, marketing managers, advertising professionals and management students.



Jagdeep Kapoor is the Chairman and Managing Director of Samsika Marketing Consultants Pvt. Ltd., Mumbai, a leading strategic marketing consultancy with an impressive list of clients drawn from both multinational and Indian firms. He is a visiting faculty member at the Jajmalal Bajaj Institute of Management Studies, Mumbai, India.

9 Brand Shaastras Synopsis

Through this revised edition, brand guru Jagdeep Kapoor further strengthens his shaastra that Markets don't decline, they shift. He presents nine key brand strategies which every marketer must know in order to create healthy brands. Kapoor presents his ideas in a uniquely organised and engaging way, through recent and relevant examples, mapping the entire journey of a brand from inception to success.

9 Brand Shaastras: Nine Successful Brand Strategies to Build Winning Brands discusses key brand building elements such as brand awareness growth strategy and brand market share growth strategy. This easy-to-read book, with its simple frameworks and immensely practical insights is a 'must-have' for all marketing professionals. Besides, it is also an immensely useful tool-kit for business and management students and anyone who wishes to learn the art of successful brand building.

