



**TKM INSTITUTE  
OF MANAGEMENT**



**Management  
Development  
Programme**



**Enhancing Sales Skills  
in Modern Era**

**18<sup>th</sup>  
March  
2026**





## TKM INSTITUTE OF MANAGEMENT

TKM Institute of Management (TIM), located at Musaliar Hills, Ezhukone, near Kollam, is one of Kerala's premier B-schools. For over three decades, TIM has built a distinct reputation in management education through strong academics, industry linkages, placements, research, and community initiatives. Its MBA program, affiliated with the University of Kerala and approved by AICTE, has earned continuous NBA accreditation for three cycles. TIM has consistently nurtured competent professionals who hold key positions in leading organizations across India and abroad. The institute is one among the eight prestigious institutes coming under the Thangal Kunju Musaliar Trust established in the year 1956.

## CENTRE FOR PROFESSIONAL DEVELOPMENT AND CONTINUING STUDIES



The Centre for Professional Development and Continuing Studies at TKM Institute of Management is a vibrant platform for continuous learning, professional excellence, and industry engagement. It offers Faculty and Management Development Programs on emerging topics for professionals across regions, along with certificate programs delivered independently or through collaborations with centres of excellence. By forging MOUs with institutes and professional bodies, it enables joint initiatives of mutual benefit. Its activities—guest lectures, TIM Talks, seminars, workshops, and applied projects—foster industry interaction, skill enhancement, and networking. With expert guidance and strong partnerships, the Centre empowers professionals to thrive in a dynamic world.

## BRIEF OVERVIEW OF THE PROGRAMME

The retail sector is witnessing rapid transformation driven by technological advancements, evolving government policies, shifting demographics, and changing customer expectations. New retail formats such as e-commerce, malls, and hypermarkets have reshaped competition, while business analytics, digital payments, and data-driven decision-making are redefining traditional models. In this dynamic landscape, identifying the right customer segments, targeting profitable niches, and delivering superior customer engagement and customer experience are critical for sustained growth. Social media marketing and other online marketing techniques now play a pivotal role in brand visibility, customer interaction, and sales conversion. This Management Development Programme (MDP) offers practical insights into these emerging trends and equips participants with actionable strategies for competitive advantage

### Programme Objectives :

- Understand current disruptions impacting retail.
- Apply modern marketing and customer engagement strategies.
- Gain hands-on exposure to social media and online marketing tools.
- Participate in practical sessions focused on implementation and performance improvement.

### CONTENTS OF THE PROGRAMME :

- Customer Engagement
- Customer Experience
- Digital Marketing
- Changing Retail Landscape



## BRIEF PROFILE OF THE RESOURCE PERSONS

### Mr. Anil Kumar R, Assistant Professor, TKMIM.

With over 24 years of experience in industry and academia, including 13 years across print media, financial services, and telecommunications, Mr. Anil Kumar R brings extensive expertise in retailing, sales and distribution, online marketing, direct sales, customer experience, and product management. He has a proven track record of designing innovative sales strategies, building and scaling high-performing sales teams, leading digital marketing initiatives, and driving innovation and change management. He has led consultancy and research projects for government bodies and reputed organizations such as the Directorate of Coir Development, Malayala Manorama Publications Ltd., The Mathrubhumi Printing and Publishing Co. Ltd., and other leading corporates. A BTech and MBA graduate, he is currently pursuing doctoral research in management and actively conducts impactful training and Management Development Programmes.



### Mr. Siddique Musaliar

He is the Founder of Advantage Marketing Solutions, a performance-driven marketing agency specializing in structured, data-driven, and conversion-focused growth strategies. With strong expertise in digital marketing, branding, and lead generation, he partners with businesses to design scalable and sustainable growth systems. An accomplished entrepreneur, he also manages successful ventures including Bayroute Bistro, Tea Route cafés, and a Miniso franchise. He is actively associated with the TKM family's educational institutions in Kollam, contributing to their marketing and brand development initiatives. As a resource person, he brings practical insights and real-world perspectives to management development programmes.

## TARGET AUDIENCE

Retail Business Owners, Entrepreneurs, Employees

## METHODOLOGY

Role plays, case discussion, Lecture.

Contact Details :

**Prof. Anil Kumar . R**

**anilkumar@tkmim.ac.in**

**Mobile: 9388311160**

**Date & Time**

**18/03/2026**

**10.00 am to 4.00 pm**

**Registration Fees :**

**Rs.999/-**

# FDP & MDP CALENDAR 2025 - 2026



1	<b>UNLOCK YOUR POTENTIAL: AN INTRODUCTION TO NEURO LINGUISTIC PROGRAMMING</b> DR. SANTHOSH V. A	08-11-2025
2	<b>BRAND BUILDING: THE MANTRA OF SURVIVAL</b> DR. THOMAS MICHAEL	29-11-2025
3	<b>FUTURE READY SCHOOLS: FOSTERING ENTREPRENEURSHIP AND INNOVATION</b> PROF. AZHAR BASHEER	06-12-2025
4	<b>PROCESS INNOVATIONS FOR BUSINESS EXCELLENCE IN A RAPIDLY CHANGING ENVIRONMENT</b> DR. A. VISWANATHAN	17-01-2026
5	<b>BUILDING COMMUNICATION COMPETENCY: FDP ON INTERPERSONAL COMMUNICATION &amp; NON-VERBAL CUES</b> PROF. KARTHIKA. M	31-01-2026
6	<b>QUANTITATIVE DATA ANALYSIS TECHNIQUES USING IBM-SPSS STATISTICS</b> PROF. ALEX KOSHY	14-02-2026
7	<b>ENHANCING SALES SKILLS IN MODERN ERA</b> PROF. ANIL KUMAR. R	18-03-2026
8	<b>FINTECH INNOVATIONS &amp; BEHAVIOURAL SHIFTS: THE FUTURE OF FINANCE</b> PROF. NISHA. S	14-03-2026
9	<b>EFFECTIVE TEACHING USING CASE METHODOLOGY</b> PROF. T. ABDUL KARIM MUSALIAR	28-03-2026
10	<b>TIME SERIES ANALYSIS FOR BUSINESS APPLICATION USING E-VIEWS.</b> PROF. MILAN SAM MATHEW	11-04-2026
11	<b>MASTERING PERSONAL FINANCE; BUDGETING, SAVING &amp; SPENDING SMART</b> PROF. RINCY RAJU	25-04-2026
12	<b>SG INTELLIGENCE: THE FUTURE OF RESPONSIBLE FINANCIAL RESEARCH.</b> DR. ANJALY. H	06-06-2026
13	<b>GAMIFICATION IN EDUCATION: TRANSFORMING TEACHING INTO AN ENGAGING EXPERIENCE</b> PROF. CHANDINI DEV	20-06-2026
14	<b>PROGRAMMING AND POWER BI</b> PROF. ARATHY. A	11-07-2026
15	<b>REDESIGNING CLASSROOMS: A HANDS-ON FDP ON DESIGN THINKING &amp; EXPERIENTIAL TEACHING</b> PROF. SHAJIN. P	25-07-2026

MDP & FDP  
Co-ordinator

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For more details scan

