



asci  
Leadership through Learning



Programme on

# High Impact Sales Management

December 10 - 14, 2018

**ADMINISTRATIVE STAFF COLLEGE OF INDIA**

## ABOUT THE PROGRAMME

The sales manager's role is challenging from several perspectives: Accelerating sales performance, handling a diverse sales team, leading and coaching team members and using digital channels.

The dynamic nature of business scenario creates opportunities for sales managers. Sales productivity has gained higher prominence as organizations strive to achieve enhanced performance through tried-and-true methods such as clear target setting, transparent metrics, robust sales mechanism and technical support systems.

The focus of this programme will be on enhancing knowledge of sales managers in the critical areas of people management, process management and sales performance management by effectively using inspirational and collaborative leadership to create and deliver value to end customers.

The programme was well received earlier with nominations from Middle and Senior marketing and sales managers from organizations such as

**Banks:** Bank of Baroda, Corporation Bank, Punjab National Bank, J and K Bank, UCO Bank, Central Bank of India, Karur Vysya Bank and Federal Bank.

**Insurance:** LIC of India

**Manufacturing Companies:** Orient Cement Ltd, Singer (Srilanka), Akzonoble (Srilanka), Mehta group of Companies, Infres Methodix, Srinivasa Hatcheries, Vijaynagar Biotech, Srihara Parenterals, Mysore Sales International Ltd, Nippon Paints, LT foods, Balaji Electro Controls Pvt Ltd, and Tide Water Oil Co. Ltd, Goodricke group,

**Fertilizer Marketing:** KRIBHCO Ltd

## OBJECTIVE

This programme is designed for sales managers to strengthen overall effectiveness in performing their roles by providing deeper insights into the sales/ marketing functions and leveraging on the human capital in the sales team.

## CONTENTS

- Understand performance driven sales management
- Selling skills: Personality based selling and developing team capabilities for the selling function
- Insights about leading high performance sales teams
- Implementing sales performance management system
- Understanding customer needs and assessing competition
- Creating value for the customer
- Developing effective sales strategies
- Managing the sales pipeline
- Managing behavior and results
- Understand how technology enhances sales force effectiveness
- Developing sales negotiation skills
- Sales Coaching techniques

## FACULTY

Experienced faculty from the ASCI pool and skilled practicing managers from the corporate sector.

## TARGET MANAGERS' PROFILE

The programme is designed for middle and senior level managers engaged in the management of sales function or about to assume such responsibilities at corporate, zonal, regional or branch level, promoters of start-ups and family businesses. Marketing and commercial managers responsible for revenues and field level sales, retail and category managers, heads of business units, CEOs of small and medium enterprises.

***Organisational sponsorship is essential***

## PEDAGOGY

A combination of lectures, case studies, and practice sessions will be used to create a vibrant learning atmosphere. In-class discussions with experts and other participants will enable quick understanding of concepts and help application of tools in sales management.

## VENUE

The programme is fully residential and the participants will be accommodated in air conditioned single occupancy rooms. The College does not provide accommodation for the family. College will arrange transport between airport / railway station and venue. The College is WiFi enabled in a comprehensive way.

## DURATION

The programme duration is five days starting from **Monday 10 December, 2018** to **Friday 14 December, 2018**. The participants are expected to arrive a day before commencement and may leave after conclusion of the programme.

## PROGRAMME FEE

Residential Fee: Rs. 54,000/- (US \$1100 for foreigners) plus GST as applicable, presently 18% per participant. The fee covers tuition, board and lodging, courseware (in electronic form) and other facilities of the College including internet usage.

Non-Residential Fee: Rs. 46,500/- plus GST as applicable, presently 18% per participant. The fee covers tuition, course ware (in electronic form) working lunch and other facilities of the College including internet usage.

A discount of 10% on the Programme fee for three or more participants from the same organisation will be given, provided the payment is credited into our Bank account before **December 7, 2018**.

**Note: Kindly forward us the details of Bank/Wire transfer of fee payment indicating the Programme Code (Prg/18-19/1/82) to e-mail: [income@asci.org.in](mailto:income@asci.org.in) for confirmation.**

Bank details are given below:

### For Indian Participants :

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

### For Foreign Participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBBH04
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Nostro Account (Optional)	6550992180

## MEDICAL INSURANCE

The nominees are requested to carry with them the proof of Medical Insurance. The sponsoring agency is required to endorse the nominee's medical coverage in the event of hospitalization.

## LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nomination form is **December 3, 2018**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

**December 4, 2018**. Any withdrawals after this date will entail forfeiture of fee paid, if any.

## ASCI ALUMNI ASSOCIATION

Participants of the College programmes will automatically become members of the ASCI alumni association.

## CERTIFICATE OF PARTICIPATION

The College issues a Certificate of Participation on conclusion of the programme.

## PROGRAMME DIRECTOR

**Dr. Shahaida P**

Associate Professor and Chairperson-Marketing Area

Email- [shahaida@asci.org.in](mailto:shahaida@asci.org.in), 09908177866

# ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2018-19

## MANAGEMENT DEVELOPMENT PROGRAMMES

Advanced Management Program (Study Tour)	30-Jul-18 9-Sep-18	10-Aug-18 23-Sep-18
Program for Young Managers	26-Nov-18	30-Nov-18
MDP for Women Executives	03-Dec-18	07-Dec-18
General Management Program for Senior Executives – Session – January Session	07-Jan-19	01-Feb-19

## BUSINESS COMMUNICATION

Individual Excellence for Organizational Effectiveness	26-Nov-18	30-Nov-18
Leadership Skills Development	17-Dec-18	21-Dec-18
Communication Skills for Managers	21-Jan-19	25-Jan-19
Managing Creativity & Innovation	04-Mar-19	06-Mar-19

## ECONOMICS

Financial Systems, Management and Accountability in Government	26-Nov-18	30-Nov-18
Creating Development Roadmap for India through Sustainable Development Goals: Vision 2030	05-Sep-18	07-Sep-18

## ENERGY

Regulating Electricity Tariffs and Related Issues	17-Sep-18	21-Sep-18
Renewable Energy Regulation	21-Jan-19	23-Jan-19
Smart Grid Technology and its Application in Power Sector	10-Dec-18	12-Dec-18

## ENVIRONMENT

SDGs and Climate change: Opportunities and challenges of adaptation and mitigation	03-Dec-18	05-Dec-18
Climate Change Adaptation and Disaster Risk Reduction	04-Feb-19	06-Feb-19

## FINANCE

Finance for Non-Finance Executives	10-Dec-18	12-Dec-18
Infrastructure Financing	19-Nov-18	23-Nov-18
Entreprise Risk Management	04-Feb-19	07-Feb-19
Strategies for Cost Leadership	23-Jan-19	25-Jan-19
Advanced Financial Management	11-Feb-19	13-Feb-19

## HEALTH CARE MANAGEMENT

Certificate Course in Health Care Quality	28-Nov-18	30-Nov-18
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## HUMAN RESOURCES DEVELOPMENT

Best Practices and Innovation in Health Care Delivery	14-Nov-18	16-Nov-18
Ensuring Health Care Quality: Risk Management and Innovation	16-Jan-19	18-Jan-19
Program for Enhancing Skills of Young Women Professionals	24-Sep-18	28-Sep-18
Programme on Conflict Management and Negotiation Skills	10-Dec-18	12-Dec-18
Programme on Building and Leading Effective Teams	04-Feb-19	08-Feb-19
Personal Effectiveness	17-Sep-18	19-Sep-18
Leading with Emotional Intelligence	22-Oct-18	26-Oct-18
Positive Organizational Behaviour	04-Feb-19	06-Feb-19
Decision Making for Effective Leadership	18-Feb-19	20-Feb-19
Team Dynamics: Activity Based Approach	10-Dec-18	14-Dec-18
HR Audit and Analytics	03-Sep-18	05-Sep-18
Effective Trade Union	05-Nov-18	09-Nov-18
Leadership Engagement and Development	10-Dec-18	14-Dec-18
Enhancing Interpersonal Effectiveness through Transactional Analysis	18-Feb-19	20-Feb-19
Strategic Human Resource Management with International Study Tour	11-Mar-19	23-Mar-19

## INFORMATION TECHNOLOGY

E-learning and Digital Education	24-Sep-18	26-Sep-18
Strategic R&D Management	10-Dec-18	12-Dec-18
Leveraging Big Data and Analytics	19-Dec-18	21-Dec-18

## INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management	27-Sep-18	29-Sep-18
Urban Infrastructure Project Preparation and Management	07-Feb-19	09-Feb-19

## LAND ACQUISITION, RESETTLEMENT AND REHABILITATION

Effective Land Acquisition, Resettlement and Rehabilitation	24-Sep-18	28-Sep-18
Index-based Crop Insurance-Concepts, Design and Implementation	17-Dec-18	19-Dec-18

## MARKETING

Customer Centric Brand Management	04-Oct-18	06-Oct-18
High Impact Sales Management	10-Dec-18	15-Dec-18
Creating Social Value Through Corporate Social Responsibility	14-Jan-19	16-Jan-19

## OPERATIONS

Project and Contract Management	24-Sep-18	28-Sep-18
Procurement Procedures for World Bank Aided Projects	19-Nov-18	30-Nov-18
Materials and Supply Chain Management	03-Dec-18	07-Dec-18
Project and Contract Management	07-Jan-19	11-Jan-19
Procurement Procedures for World Bank Aided Projects	11-Feb-19	22-Feb-19

## PUBLIC POLICY GOVERNANCE AND PERFORMANCE

SDGs and Good Governance	25-Mar-19	29-Mar-19
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## POVERTY STUDIES AND RURAL DEVELOPMENT

Capacity Building Program on Rural Industrial Development and Entrepreneurship	07-Jan-19	11-Jan-19
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## STRATEGIC MANAGEMENT

Creating Progressive Boards	17-Sep-18	19-Sep-18
Driving performance through Transformational Leadership	18-Feb-19	22-Feb-19

## URBAN GOVERNANCE

Change Management for Achieving Continuous Water Supply (24/7) For All In Urban Areas	29-Nov-18	01-Dec-18
Faecal Sludge Septage Management	21-Jan-19	23-Jan-19
International Certification Programme – Change Management for Achieving Continuous Water supply for All in Urban Areas - (India, Jerusalem and Tel Aviv, Israel)		
Water Sanitation and Hygiene in Schools	21-Jun-18	23-Jun-18
Infrastructure Planning and Implementation for Smart Cities	19-Sep-18	21-Sep-18
Towards Zero Waste- Decentralised Solid Waste Management	28-Jun-18	30-Jun-18



## Administrative Staff College of India

Bella Vista, Raj Bhavan Road, Khairatabad,  
Hyderabad - 500 082, India.

Telefax (Programmes Office) : 0091-040-23324365

Phone : 0091-40-66534247, 66533000, Mobile: 9246203535

Fax : 0091-40-66534356, E-mail: poffice@asci.org.in

## Delhi Campus

C-24, Institutional Area

South of IIT, Behind Kutub Hotel

New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

Website : <http://www.asci.org.in>



## ADMINISTRATIVE STAFF COLLEGE OF INDIA

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email: poffice@asci.org.in, URL:http://www.asci.org.in

**Dr. Shahaida P**  
Programme Director

September 7, 2018

### **Programme on High Impact Sales Management (December 10 - 14, 2018)**

Dear Sir/Madam,

I am happy to inform you about ASCI's forthcoming Management Development Programme on High Impact Sales Management. The programme starts on Monday December 10, 2018 and will end on Friday December 14, 2018 at 1800 hours.

This programme is apt for sales managers to strengthen their effectiveness in performing their roles by providing deeper insights into the sales/ marketing functions and leveraging on the human capital in the sales team.

The programme is designed for:

Middle and senior managers directly engaged in the management of the sales function or about to assume such responsibilities at the corporate, regional or branch level.

This programme offers immense learning value which your organization cannot miss. If you need any further information, you may kindly contact me (at Phone: 040-66534236, Mobile: 09908177866 e-mail: shahaida@asci.org.in) or Programmes Officer (at Phone No: 040-66534247, Fax: 040-66534356, email: poffice@asci.org.in)

Please note that the nominees are requested to carry with them the proof of Medical Insurance. The Sponsoring Agency is required to endorse the nominee's medical coverage in the event of hospitalization.

Thanking you

Yours faithfully,

Shahaida P

Encl: Brochure and Nomination Form



**ADMINISTRATIVE STAFF COLLEGE OF INDIA**  
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

**Nomination Form  
Programme on  
High Impact Sales Management  
(December 10 - 14, 2018)**

**Nominee's Contact Information**

Name (Mr/Ms) _____	Date of Birth : _____
Designation : _____	Qualification : _____
Organisation : _____	
Address : _____	
Phone(s) : Office: _____	Mobile: _____ Home: _____
e-mail : _____	Fax : _____

**Sponsors Details**

Name of the Sponsoring Authority: _____	Designation: _____
Organisation : _____	
GSTIN Number: _____	
Address : _____	
	Pincode : _____
Phone(s) : Office: _____	Mobile: _____
e-mail : _____	Fax : _____

**Fee particulars**

Amount Payable :	Mode of Payment (DD/Ch/NEFT) :
Name of the Bank :	Date of Instrument/Transfer :
Instrument Number :	UTR Number for NEFT

**Medical Insurance :**

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

**Signature and Official Seal of the Sponsoring Authority :**

**NOTE :** Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in