



asci
Leadership through Learning

Programme on
High Impact Sales Management
May 22 – 26, 2017



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, Srikara 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.

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 participants will be accommodated in single air-conditioned

rooms. The College does not provide accommodation for family. Airport/railway station transfers will be provided. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is five days starting from Monday 22 May 2017 to Friday 26 May 2017. The participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs. 54,000/- (US\$1840 if foreign) plus applicable Service Tax per participant will be charged to cover tuition, board and lodging, courseware (in electronic form) and other facilities of the College including Internet usage.

Rs.46,500/- plus applicable Service Tax for Indian participants not availing hostel accommodation will be charged to cover 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 made in to our Bank account before May 19, 2017. Bank details are given below:

For Foreign Participants:

Receiver's Correspondent Bank Bank of America, New York (SWIFT: BOFAUS3N)
Via Chips ABA 0959 for Account UID 002473
Via Fedwire 026009593

For Credit of State Bank of Hyderabad, Treasury Department, Mumbai, India,
SWIFT BIC – SBHYINBB002Nostro A/c No.6550992180.

Ultimate Beneficiary Administrative Staff College of India,
Account No.62090698960, State Bank of Hyderabad,
Bellavista, Raj Bhavan Road Branch, Hyderabad.

For Indian Participants :

Bank Particulars

Bank Name State Bank of Hyderabad
Address line 1 6-3-1092, 1st floor, A Block
Address line 2 Raj Bhavan Road Branch, (Bellavista)
Address line 3 Hyderabad – 500 082
Beneficiary Account Name Administrative Staff College of India
Bank Account Number 62090698675
Bank MICR No 500004008
NEFT IFSC Code SBHY0020063

Organisational sponsorship is essential

Note: Details of Bank / Wire transfer may be sent to fo@asci.org.in for confirmation.

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 is **May 8, 2017**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

May 15, 2017. Any withdrawals after this date will entail forfeiture of the fee paid.

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, 09908177866

ASCI MANAGEMENT DEVELOPMENT PROGRAMMES FOR 2017-18

MANAGEMENT DEVELOPMENT PROGRAMMES

Social Impact Assessment	26-Apr-2017	28-Apr-2017
Ethical Leadership In Public Governance	19-Jun-2017	21-Jun-2017
High Impact CSR - Need Assessment to Impact Evaluation	03-Jul-2017	07-Jul-2017
Leadership and Performance Management	10-Jul-2017	14-Jul-2017
General Management Programme for Senior Executives (SEC) - 129	10-Jul-2017	04-Aug-2017
Advanced Management Programme: Empowering Proven Leaders to Drive Strategic Renewal for Sustainable Growth - ASCI (Study Tour to EU)	07-Aug-2017	18-Aug-2017
Ethics and Values in Administration	10-Sep-2017	24-Sep-2017
Index Based Crop Insurance - Concepts, Design and Implementation	21-Aug-2017	23-Aug-2017
Effective Land Acquisition, Resettlement & Rehabilitation (LARR)	09-Oct-2017	13-Oct-2017
Programme for Young Managers	30-Oct-2017	03-Nov-2017
General Management Programme for Middle Level Executives	30-Oct-2017	09-Nov-2017
MDP for Women Executives	20-Nov-2017	24-Nov-2017
General Management Programme for Senior Executives (SEC)-130	08-Jan-2018	02-Feb-2018
ASCI-NRCR Joint Certification Course on Improved Management of Land Acquisition, Resettlement & Rehabilitation (LARR)	29-Jan-2018	09-Feb-2018

ECONOMICS

Data Analytics for Banking & Financial Services	24-Jul-2017	28-Jul-2017
Financial Systems, Management and Accountability in Government - New Delhi	12-Nov-2017	16-Nov-2017

ENERGY

Regulating Electricity Tariffs and Related Issues	03-Jul-2017	07-Jul-2017
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ENVIRONMENT

Environmental Impact Assessment for Projects	12-Jun-2017	14-Jun-2017
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FINANCE

Credit Appraisal in Banks & Financial Institutions	17-Jul-2017	21-Jul-2017
Project Appraisal and Financing	31-Jul-2017	04-Aug-2017
Credit Monitoring & Follow-up in Banks/FIs	22-Nov-2017	24-Nov-2017
Finance for Non-Finance Executives	05-Dec-2017	07-Dec-2017
Strategies for Cost Leadership	08-Jan-2018	10-Jan-2018
Treasury and Risk Management in Banks/FIs	22-Jan-2018	24-Jan-2018
Business Collaborations - Strategic Alliances, Joint Ventures and Acquisitions	30-Jan-2018	01-Feb-2018
Business Risk Management	05-Feb-2018	09-Feb-2018
Advanced Financial Management	13-Feb-2018	15-Feb-2018
Evaluating and Financing Public Private Partnership Projects	26-Feb-2018	02-Mar-2018

HEALTHCARE MANAGEMENT

Certificate Course in Healthcare Quality	10-Jan-2018	12-Jan-2018
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HUMAN DEVELOPMENT

Creating Change Makers: Training Programme for New Age Women Professionals	20-Aug-2017	24-Aug-2017
Risk Management, Quality and Audit in Hospitals	25-Oct-2017	27-Oct-2017
Best Practices and Innovations in Health Care Delivery	15-Nov-2017	17-Nov-2017
Educational Leadership for Senior Level Officials of Universities/ Educational Institutions	22-Jan-2018	24-Jan-2018

HUMAN RESOURCE MANAGEMENT

Managing Recruitment, Selection and Induction	10-May-2017	12-May-2017
Leadership through Self-Discovery	17-Jul-2017	19-Jul-2017
Enhancing Managerial Effectiveness	24-Jul-2017	26-Jul-2017
Building High Performance in Organizations through Work Life Balance	31-Jul-2017	02-Aug-2017
Leadership Skills Development	31-Jul-2017	04-Aug-2017
HR Audit & Analytics	04-Sep-2017	06-Sep-2017
Personal Effectiveness	11-Sep-2017	13-Sep-2017
Abhivyakti - Building Personality and managing stress using stories and theatre	25-Sep-2017	27-Sep-2017
Leading with Emotional Intelligence	23-Oct-2017	27-Oct-2017
Effective Trade Union Management	06-Nov-2017	10-Nov-2017
Improving Work Culture	20-Nov-2017	22-Nov-2017
Good Governance and Sustainability through HR Practices	27-Nov-2017	29-Nov-2017
Individual Excellence for Organizational Effectiveness	27-Nov-2017	01-Dec-2017
Leadership Engagement and Development	04-Dec-2017	08-Dec-2017
Conflict Management and Negotiation Skills	11-Dec-2017	13-Dec-2017
Team Dynamics- Activity Based Approach	11-Dec-2017	15-Dec-2017

Leadership Skills Development	18-Dec-2017	22-Dec-2017
Values Driven Leadership	08-Jan-2018	10-Jan-2018
Effective Learning and Development	08-Jan-2018	12-Jan-2018
Communication Skills for Managers	29-Jan-2018	02-Feb-2018
Building and Leading Effective Teams	05-Feb-2018	09-Feb-2018
Enhancing Interpersonal Effectiveness through Transactional Analysis	05-Feb-2018	07-Feb-2018
Positive Organizational Behaviour	12-Feb-2018	14-Feb-2018
Strategic Human Resource Management with International Study Tour (Singapore and Malaysia)	12-Feb-2018	24-Feb-2018
Decision Making for Effective Leadership	19-Feb-2018	23-Feb-2018
Strategic Human Resource Management	26-Feb-2018	02-Mar-2018
Managing Creativity & Innovation	06-Mar-2018	08-Mar-2018

INFORMATION TECHNOLOGY

e-Procurement	03-Jul-2017	05-Jul-2017
Leveraging Big Data and Analytics	20-Dec-2017	22-Dec-2017
IT Enabled Knowledge Management	29-Jan-2018	31-Jan-2018
e-Learning and Digital Education	26-Mar-2018	28-Mar-2018

INFRASTRUCTURE DEVELOPMENT

Urban Infrastructure Project Preparation and Management	10-Aug-2017	12-Aug-2017
Homes for All: Attaining the National Agenda	23-Nov-2017	25-Nov-2017
Urban Infrastructure Project Preparation and Management	22-Feb-2018	24-Feb-2018

INNOVATION AND TECHNOLOGY

Research Excellence in Organizations	07-Aug-2017	09-Aug-2017
Strategic R & D Management	11-Dec-2017	13-Dec-2017
Managing Strategic Innovation	22-Jan-2018	24-Jan-2018

MARKETING

High Impact Sales Management	22-May-2017	26-May-2017
Customer-Centric Brand Management	04-Sep-2017	06-Sep-2017
Creating Social Value Through Corporate Social Responsibility	11-Dec-2017	13-Dec-2017

OPERATIONS

Procurement Procedures for World Bank Aided Projects	10-Jul-2017	21-Jul-2017
Inventory Management	24-Jul-2017	26-Jul-2017
Project and Contract Management	04-Sep-2017	08-Sep-2017
Procurement Procedures for World Bank Aided Projects	06-Nov-2017	17-Nov-2017
Materials and Supply Chain Management	27-Nov-2017	01-Dec-2017
Project and Contract Management	08-Jan-2018	12-Jan-2018
Procurement Procedures for World Bank Aided Projects	12-Feb-2018	23-Feb-2018

PUBLIC POLICY GOVERNANCE AND PERFORMANCE

Translating Entrepreneurship to Enterprise	04-Dec-2017	08-Dec-2017
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STRATEGIC MANAGEMENT

Developing Strategic Mindset for Functional Managers	19-Jun-2017	23-Jun-2017
Driving Performance through Strategic Initiatives	24-Jul-2017	26-Jul-2017
Creating Progressive Boards	16-Aug-2017	18-Aug-2017
Strategic Agility under Uncertainty	23-Oct-2017	25-Oct-2017
Driving performance through transformational Leadership	19-Feb-2018	23-Feb-2018

URBAN GOVERNANCE

Integrated Solid Waste Management	17-Apr-2017	19-Apr-2017
Faecal Sludge Septage Management	15-May-2017	17-May-2017
Orientation on GIS, Remote Sensing, GPS & Surveying for Managers	25-May-2017	27-May-2017
Soft Skills for Professionals in Urban Management	29-May-2017	31-May-2017
*International Certification Programme - Change Management for Achieving Continuous Water Supply for All in Urban Areas - Phase - I	13-Jun-2017	15-Jun-2017
Study Tour: (India & Tel Aviv & Jerusalem in Israel) - Phase - II	16-Jun-2017	22-Jun-2017
Creating and Managing Digital Presence	19-Jun-2017	21-Jun-2017
Towards Zero Waste- Decentralised Solid Waste Management	28-Jun-2017	30-Jun-2017
Public Private Partnership in Urban Infrastructure & Service Delivery	21-Aug-2017	23-Aug-2017
GIS for Governance- Decision Support System	04-Sep-2017	06-Sep-2017
International Training Programme on Smart Cities - Study Tour: (India & China)	23-Oct-2017	31-Oct-2017
Towards Universal Sanitation in Urban Areas	11-Dec-2017	13-Dec-2017
GIS for Urban Development	18-Jan-2018	20-Jan-2018
Public Private Partnership in Urban Infrastructure & Service Delivery	07-Feb-2018	09-Feb-2018
Integrated Solid Waste Management	12-Mar-2018	14-Mar-2018
Long Duration Programme		
Business Management for Armed Force Officers	05-Jun-2017	17-Nov-2017



Administrative Staff College of India

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

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Phone : 0091-40-66534247, Mobile: 9246203535

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

Delhi Campus

C-24, Institutional Area

South of IIT, Behind Qutub Hotel

New Delhi - 110 016

Phone Nos: 011 - 26962204, 26961750, 26961850

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



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Dr. Shahaida P
Programme Director

February 22, 2017

Programme on
High Impact Sales Management
(May 22 – 26, 2017)

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 May 22, 2017 and will end on Friday May 26, 2017 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
(May 22 - 26, 2017)

Nominee's Personal Information :

Name	:	_____	Date of Birth	:	_____	
Designation	:	_____				
Organisation	:	_____				
Address	:	_____				
Phone(s)	:	(Off) : _____	(Mobile) :	_____	Home :	_____
e-mail	:	_____		Fax	:	_____
Education	:	_____				

Training Programs Attended : _____

Nominee's Career Profile

Organisation	Position	Responsibility	No. of Years

Expectations from the program :

Medical Insurance :

Name of the Insurance Agency	Policy Number	Validity upto

Note: Coverage should be available in Hyderabad, India.

Amount Payable :	Mode of Payment (DD/Chq) :
Instrument Number :	Date of Instrument :
Name of the Bank :	

Signature of the Sponsoring Authority :

Name :

Designation :

Date :

NOTE : Forward nomination form to: Ms V. Naga Swapna, Programmes Officer, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone: 0091-40-66534247, 66533000, Mobile: 9246203535, Telefax: 0091-040-23324365, Fax: 0091-40-66534356, e-mail: poffice@asci.org.in