

Programme on

Transformative Sales Leadership: Driving Excellence

(This Programme is aligned with the 'Karmayogi' model)

(June 16-18, 2025)



Administrative Staff College of India
(accredited as उत्कृष्ट by Capacity Building Commission, GoI)

PROGRAMME OVERVIEW

Sales plays a crucial role in every industry, directly influencing profitability. In an era of rapid technological advancements, such as AI and data analytics, staying ahead of the competition has become increasingly challenging. To remain effective and relevant, sales managers must continuously enhance their skills to lead their teams with confidence and efficiency.

This program is designed to equip sales leaders with the expertise needed to inspire their teams and drive business success. Participants will gain insights into building a high-performance sales culture, mastering sales forecasting and pipeline management, understanding key performance metrics for exceptional results, and leveraging business analytics for informed decision-making. Additionally, the program will cover essential competencies, including stress management, effective sales negotiations, and navigating change successfully.

IMPACT

The Strategic Sales Leadership Program is aligned with the 'Mission-Karmayogi' model of CBC, GOI. The specific objectives of the Program are to:

- ◆ Enhance the Sales Leadership capabilities
- ◆ Build a high-performance sales culture in their teams
- ◆ Drive change to adapt to the evolving market trends
- ◆ Master the art of Sales Pipeline management with accurate Sales forecasting
- ◆ Leverage insights from AI and Analytics to aid their decision making
- ◆ Develop effective Sales Negotiation skills for win-win outcomes
- ◆ Enhance Customer-centric Sales approaches for increased customer loyalty
- ◆ Manage stress effectively and build resilience

CONTENT

Day 1:

- ◆ Strategic Sales Leadership in a dynamic market
- ◆ Building a High-Performance Sales culture
- ◆ Sales Forecasting & Pipeline Management
- ◆ Driving Change and Leading thru transformation

Day 2:

- ◆ Mastering AI & Data-Driven Sales
- ◆ Key Performance metrics for Sales excellence
- ◆ Customer centricity and Relationship building
- ◆ Sales negotiations and Persuasion Techniques

Day 3:

- ◆ Managing Stress and building resilience
- ◆ Personal Branding and Story Telling
- ◆ Futuristic Sales Leadership: Innovation & agility
- ◆ Action Planning and applying learnings at the workplace

FACULTY & METHODOLOGY

The Program will be led by **Venkata Emani**, currently working as Faculty in the Centre for Management Studies at ASCI. He has around 30 years of rich experience in the industry and academia. He is an alumnus of the coveted IIM Ahmedabad and was an exchange scholar at the University of Texas at Austin. Previously, he has worked with a 'Maharatna' PSU-BPCL and with an MNC- Det Norske Veritas AS in leading positions besides the prestigious NMIMS university.

He has conducted several Training Programs and delivered consulting assignments for various reputed companies/organizations like IOCL, BPCL, HPCL, Cairn India, GAIL, NMDC, ONGC, Reliance, Cairn India, MGL, GSPC, Essar Oil, Coromandel fertilizers, NPCIL, SOI, OFB, RINL, DRDO, PMJ Jewels, Canara Bank, NAFED, SAIL, SBI Life etc. among others in the Private and Public sectors.

The pedagogy shall include lectures, role-plays, out-bound exercises, case-studies, self-assessment quizzes, simulations, and panel discussions

PARTICIPANT PROFILE

This programme is designed for Sales Managers, Team Leaders, Directors at the Middle and Senior level in Sales function in B2B context across industry sectors such as Banking, Financial services, Insurance, oil & Gas, Energy, Petrochemicals, Fertilizer, Tourism and Hospitality, Telecom, IT, Pharma, Retail and Consumer Goods etc.

Organisational sponsorship is essential

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. The college is Wi-Fi enabled in a comprehensive way.

DURATION

The programme duration is 3 days starting from **June 16-18, 2025**. The participants are expected to arrive a day before commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Residential Fee: Rs. 43,700/- (US \$683 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. 37,700/- 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 **June 13, 2025**.

Note: Kindly forward us the details of the Bank / Wire transfer of the **programme fee** to email: **poffice@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	62090698675
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Rajbhavan Road, Somajiguda, Hyderabad - 500 082.
Country	India

MEDICAL INSURANCE

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

LAST DATE FOR NOMINATION

Please use the prescribed/attached form. Last date for receiving nominations is **June 02, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

LAST DATE FOR WITHDRAWAL

June 09, 2025. 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
Venkata K Emani
Email: venkatakrishnae@asci.org.in

Administrative Staff College of India (ASCI) is taking all the precautionary measures and following all the norms (in light of COVID 19) to provide a safe environment for the participants who are visiting our Campus to attend the Training Programmes.



ABOUT ASCI

ASCI is the first management development institution set up in the country at the instance of the Government of India and industry in 1956 to impart state-of-the-art management education for practicing managers, a legacy that we proudly take forward with a strong alumni of over 1,76,500. We are proud of our alumni which includes the leaders of Indian industry and senior Civil Servants in the government, public sector undertakings to be a part of this unique organisation. We are thankful to you all for the support extended in the past and look forward to your continuing patronage in 2025-26.

Also, ASCI conducts customized programmes for Government of India, State Governments, Public Sector, Private Sector and various international organisations. Our experienced faculty bring to the table a wealth of academic credentials, rich industry exposure and act as a catalyst in the classroom discussions, case study analyses and tutorials. Our faculty also conduct international programmes which provide an exposure to the global best practices. In addition to this, faculty at ASCI also carry out large number of management research activities (typically about 100 each year) which helps them provide the much needed value addition in the training programmes. In addition, we conduct non-residential programmes at our New Delhi Centre as well as off-campus programmes at the venue of the client's choice.



Administrative Staff College of India

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

Telefax (Programmes Office) : 0091-40-23324365

Mobile: 9246203535, Phone : 0091-40-66534247

Fax : 0091-40-66534356

College Park Campus

Road No. 3, Banjara Hills,
Hyderabad - 500 034.

Tel: 040-66720700 / 01 /02 /05

Fax : 040-66720725

Delhi Campus

C-24, Institutional Area
South of IIT, Behind Qutub Hotel
New Delhi-110 016.

Tel: 011-26962204, 26961750, 26961850

Nomination Form

Programme on

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(June 16-18, 2025)

Nominee's Contact Information :

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

Sponsor's Details

Name of the Sponsoring Authority _____	Designation _____
Organisation :	_____
GSTIN No. :	_____
Address :	_____
	Pincode : _____
Phone(s) :	(Off) : _____ (Mobile) : _____
e-mail :	_____ Fax : _____

Fee Particulars

Amount Payable :	Mode of Payment (DD/Chq/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. Sreenivasa Reddy, 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