

Programme on

# B2B Customer-Centric Sales and Service Excellence

(September 15-17, 2025)



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

## PROGRAMME OVERVIEW

In an increasingly competitive market, B2B sales leaders must adopt customer-centric strategies, leverage digital tools, and optimize service delivery to maintain a competitive edge. This programme equips sales leaders with the skills to inspire teams, foster a high-performance sales culture, and drive business success. Participants will gain expertise in key performance metrics, business analytics for informed decision-making, and essential competencies such as stress management, effective sales negotiations, and change management.

## OBJECTIVES

- ◆ Strengthen trust-building strategies for long-term customer relationships
- ◆ Learn strategies to improve customer loyalty and engagement
- ◆ Foster a customer-centric organizational culture
- ◆ Master negotiation techniques for win-win outcomes
- ◆ Leverage AI and analytics for data-driven decision-making

## CONTENT

### Day 1: Understanding B2B Customer Service

- ◆ Customer service landscape in the B2B context
- ◆ Customer expectations and industry challenges
- ◆ Service optimisation and the SERVQUAL model
- ◆ Building a high-performance, customer-centric team

### Day 2: Technology and Trust in Customer Service

- ◆ Case studies on CRM implementation
- ◆ AI and analytics in customer service
- ◆ Trust-building strategies and complaint resolution
- ◆ Managing stakeholder expectations effectively

### Day 3: Advanced Strategies and Applications

- ◆ Customer retention strategies
- ◆ Conflict resolution and B2B negotiation mastery
- ◆ Stress management for sales professionals
- ◆ Case study analysis and group presentations

The pedagogy includes lectures, role-plays, outbound exercises, case studies, self-assessment quizzes, simulations, and panel discussions to ensure an engaging learning experience.

## METHODOLOGY

The programme employs a blend of experiential and interactive learning methods, including:

- ◆ Case studies and real-world application
- ◆ Role-plays and simulations
- ◆ Expert-led discussions and panel interactions
- ◆ Self-assessment tools and outbound exercises

## FACULTY

The programme is led by Venkata Emani, Faculty at the Centre for Management Studies, ASCI. With over 30+ years of experience in industry and academia, he is an alumnus of IIM Ahmedabad and an exchange scholar at the University of Texas at Austin. Previously, he has held leadership roles at BPCL, Det Norske Veritas AS, and NMIMS University.

At ASCI, he has conducted training programs and consulting assignments for leading organisations, including IOCL, BPCL, HPCL, Cairn India, GAIL, NMDC, ONGC, Reliance, MGL, Essar Oil, Coromandel Fertilizers, NPCIL, SOI, OFB, RINL, DRDO, PMJ Jewels, Canara Bank, Central Bank of India, NAFED, SAIL, and SBI Life.

## PARTICIPANT PROFILE

This programme is designed for middle and senior-level sales managers, team leaders, and directors responsible for B2B sales across diverse industries. Participants from sectors such as banking, financial services, insurance, oil & gas, energy, petrochemicals, fertilizers, tourism, hospitality, telecom, IT, pharmaceuticals, retail, and consumer goods will benefit from insights into customer engagement, sales effectiveness, and strategic decision-making tailored to B2B environments.

***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 **September 15-17, 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 **September 12, 2025**.

**Note:** Kindly forward us the details of Bank/Wire transfer of fee payment indicating the **Programme Code (Prg/25-26/1/61)** e-mail to: **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 **September 01, 2025**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

## LAST DATE FOR WITHDRAWAL

**September 08, 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](mailto:venkatakrishnae@asci.org.in)  
+91 9154826827

**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

## B2B Customer-Centric Sales and Service Excellence

(September 15-17, 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
<b>Note : Coverage should be available in Hyderabad, India</b>		

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