



asci
Leadership through Learning

ADMINISTRATIVE STAFF COLLEGE OF INDIA

Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, A.P. (India)

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Ms. Kanupriya Katyal
Programme Director

February 6, 2012

Programme on
SALES MANAGEMENT

(May 14–18, 2012)

Dear Sir/Madam,

I am happy to inform you about ASCI's forthcoming Management Development Programme on Sales Management. The programme starts on **Monday, May 14, 2012** and will end on **Friday, May 18, 2012** at 1800 hours.

This programme is designed to enhance considerably sales managers' overall effectiveness on the job by strengthening their conceptual skills, providing deeper insights into the sales and marketing functions; delivering 'value' for lasting relations with customers; developing their analytical/planning/strategic thinking skills; and finally, to help them manage their sales force better.

The programme is designed for:

Middle 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 : 040-66534357 e-mail: kanupriya@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,

KANUPRIYA KATYAL

Encl : Brochure and Nomination form

Programme on

Sales Management

May 14-18, 2012



ABOUT THE PROGRAMME

Changes in the environment today are rapid and their implications for Sales Managers substantial. Increasing competition, discerning consumers and technological changes have brought the focus back to the Sales Function. The internet has opened new opportunities, as also threats.

The prominence of the Sales Management function is all too evident and skill requirements include sales planning and strategy formulation, account management and sales forecasting.

The ability to work in teams, understand both customers and competitors, analyze profitability, maintain relationships and leverage on internal knowledge is necessary for the Sales Manager. The shift in skills requires building of competencies for sustainable success.

CONTENT

The Programme on Sales Management is designed to enhance considerably the Sales Managers' overall effectiveness on the job by :

- ◆ Strengthening conceptual skills and providing deeper insights into the sales and marketing functions
- ◆ Developing analytical and planning skills

Some of the major topics to be covered during the 5 day programme include :

- ◆ Interface between Sales and Marketing Strategy
- ◆ Understanding consumer needs and the buying process for creating sustainable `VALUE`
- ◆ Product Profitability Analysis
- ◆ Sales Promotion
- ◆ Managing Channels
- ◆ Importance of Non-Price Factors
- ◆ Human Relation skills for Team Work and Motivation
- ◆ Formulating Sales Strategies & Sales Audit

METHODOLOGY

The programme will rely on experience sharing, case studies, lectures- cum-discussions and group exercises.

ELIGIBILITY

The Programme is designed for :

- ◆ Middle Managers (approximately 10-15 years of experience) directly engaged in the management of sales function or about to assume such responsibilities at the corporate, regional or branch level.
- ◆ Promoters of Start-ups / Family Managed businesses.

Organisational sponsorship is essential

VENUE

The Programme is fully residential and the participants will be accommodated in single air-conditioned rooms. The College does not provide accommodation for the family. Transport between Airport / Railway Station and Venue will be arranged by the College.

DURATION

The Programme duration is from **Monday, May 14, 2012 to Friday, May 18, 2012**. The Participants are expected to arrive a day before the commencement and may leave after the conclusion of the programme.

PROGRAMME FEE

Rs. 42,500/- (US \$ 1430 if foreign) plus Service Tax @ 10.30% per participant will be charged to cover tuition, board and lodging, courseware and other facilities of the College including Internet usage. Local participants not availing hostel accommodation will be given a discount of Rs. 1,000/- per day for the duration of the Programme.

A concession of ten per cent is given to the second nominee and onwards. A ten per cent concession is also given to a woman participant. In either case, the maximum allowable concession is 10%.

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

The nomination form duly filled in along with the Demand Draft made out in favour of "**Administrative Staff College of India**" payable at Hyderabad should reach the Programmes Officer by **April 30, 2012**.

LAST DATE FOR WITHDRAWAL

May 7, 2012. Any withdrawals after this date will entail forfeiture of fee paid.

ASCI ALUMNI ASSOCIATION

Participants of the college programmes will automatically become members of ASCI Alumni Association.

CERTIFICATE OF PARTICIPATION

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

PROGRAMME DIRECTOR

Ms. Kanupriya Katyal
Email : kanupriya@asci.org.in

ASCI Management Development Programmes for 2012-13

GENERAL MANAGEMENT

GMP for Senior Executives - Session-119	4-Jun-2012	29-Jun-2012
Advanced Management Programme (Study Tour to Milan, Zurich, Paris, Brussels & Amsterdam)	20-Aug-2012	31-Aug-2012
	8-Sep-2012	23-Sep-2012
Programme for Young Managers	8-Oct-2012	19-Oct-2012
GMP for Senior Executives - Session 120	7-Jan-2013	1-Feb-2013
MDP for Women Executives	7-Jan-2013	11-Jan-2013

ECONOMICS

New Tax Regime and its Implications: Service Tax, VAT, Customs and Central Excise	4-Jun-2012	6-Jun-2012
Data Analysis Tools for Business & Economics	2-Jul-2012	4-Jul-2012
Financial Systems, Management and Accountability in Government	10-Sep-2012	14-Sep-2012
Business Analysis and Forecasting Techniques	10-Dec-2012	12-Dec-2012

ENERGY

Promoting Energy Efficiency and Energy Conservation	9-Jul-2012	13-Jul-2012
Regulating Electricity Tariff & Related Issues	30-Jul-2012	3-Aug-2012
Renewable Energy: Potential & Market Prospects	3-Dec-2012	7-Dec-2012

ENVIRONMENT

Environmental Impact Assessment: Good Practices	18-Jun-2012	20-Jun-2012
Management of Hazardous Waste & Chemicals	6-Aug-2012	8-Aug-2012
Environmental Management Plan for Thermal Power Plants	15-Oct-2012	17-Oct-2012
Pharma & Chemical Sector - Environmental Aspects & Mitigation Planning	28-Jan-2013	30-Jan-2013

FINANCE

Project Appraisal and Financing	16-Jul-2012	18-Jul-2012
Financial Risk Management & Derivatives	5-Nov-2012	9-Nov-2012
Finance for Non-Finance Executives	3-Dec-2012	5-Dec-2012
Strategic Financial Management	17-Dec-2012	19-Dec-2012
Corporate Valuation	21-Jan-2013	23-Jan-2013
Managing Costs to Enhance Profitability	4-Feb-2013	6-Feb-2013

GENDER STUDIES

Gender Budgeting and Planning	16-Aug-2012	18-Aug-2012
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HUMAN RESOURCE MANAGEMENT

HR Audit	4-Jun-2012	6-Jun-2012
Leadership and Organisation Development	11-Jun-2012	15-Jun-2012
Strategic Human Resource Management (Study Tour to Malaysia & Singapore)	2-Jul-2012	6-Jul-2012
	7-Jul-2012	15-Jul-2012
Leadership Through Self Discovery	9-Jul-2012	11-Jul-2012
Enhancing Managerial Effectiveness	16-Jul-2012	20-Jul-2012
Transactional Analysis for Interpersonal Effectiveness	23-Jul-2012	25-Jul-2012
Leadership Skills Development	30-Jul-2012	3-Aug-2012
Negotiation Skills	6-Aug-2012	8-Aug-2012
Values Driven Leadership	23-Aug-2012	25-Aug-2012
Managing Human Relations in Organisations	3-Sep-2012	7-Sep-2012
Personality Development	24-Sep-2012	28-Sep-2012
Developing Emotionally Intelligent Leadership	8-Oct-2012	12-Oct-2012
Managing Creativity and Innovation	15-Oct-2012	17-Oct-2012
Effective Human Resource Training & Development	29-Oct-2012	2-Nov-2012
Individual Excellence for Organisational Effectiveness	5-Nov-2012	9-Nov-2012
Talent Management for Organisational Excellence	19-Nov-2012	21-Nov-2012
Improving Work Culture	26-Nov-2012	28-Nov-2012
HRM for Line Managers	3-Dec-2012	7-Dec-2012
Leadership Skills Development	10-Dec-2012	14-Dec-2012
Strategic Leadership and Change Management	17-Dec-2012	21-Dec-2012
Strategic Human Resource Management	7-Jan-2013	11-Jan-2013
Communication Skills for Managers	28-Jan-2013	1-Feb-2013
Executive Coaching and Mentoring	4-Feb-2013	8-Feb-2013
Team Building and Conflict Management	18-Feb-2013	22-Feb-2013
Decision Making for Effective Leadership	4-Mar-2013	8-Mar-2013
Effective Trade Union Management	18-Mar-2013	22-Mar-2013

HEALTH STUDIES

Managing Development Evaluation	14-May-2012	18-May-2012
Risk Management in Hospitals	2-Jul-2012	4-Jul-2012
Public Private Partnership in Social Sector	24-Sep-2012	28-Sep-2012
Using Data for Programme Monitoring & Evaluation	15-Oct-2012	17-Oct-2012
Qualitative and Quantitative Methods and Computer Assisted Data Analysis for the Social Sector	26-Nov-2012	30-Nov-2012
Health Care Delivery & Best Practices	3-Dec-2012	14-Dec-2012
Empowering Hospital Administrators with Management Skills in Turbulent Times.	4-Feb-2013	8-Feb-2013
Health Insurance	13-Feb-2013	15-Feb-2013

INNOVATION & TECHNOLOGY

Innovation Management	17-Dec-2012	21-Dec-2012
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INFORMATION TECHNOLOGY

e-Procurement	10-Dec-2012	12-Dec-2012
IT Enabled Knowledge Management	20-Feb-2013	22-Feb-2013
Management of IT	11-Mar-2013	13-Mar-2013

MARKETING

Sales Management	14-May-2012	18-May-2012
Strategic Brand Management	25-Jun-2012	27-Jun-2012
Customer Relationship Management	16-Jul-2012	18-Jul-2012
Marketing of Services: Tools for Competitive Advantage	16-Aug-2012	18-Aug-2012
Sales Management	29-Oct-2012	2-Nov-2012
Strategic Marketing	21-Nov-2012	25-Nov-2012
Product Strategies and New Product Development	25-Feb-2013	27-Feb-2013

OPERATIONS

Procurement Procedures for World Bank Aided Projects	9-Jul-2012	20-Jul-2012
Inventory Management	23-Jul-2012	25-Jul-2012
Project and Contract Management	30-Jul-2012	3-Aug-2012
Procurement Procedures for World Bank Aided Projects	19-Nov-2012	30-Nov-2012
Leadership in Operations	19-Nov-2012	23-Nov-2012
Materials and Supply Chain Management	3-Dec-2012	7-Dec-2012
Project Management for World Bank Aided Projects	7-Jan-2013	11-Jan-2013
Lean Manufacturing	28-Jan-2013	30-Jan-2013
Procurement Procedures for World Bank Aided Projects Project and Contract Management	11-Feb-2013	22-Feb-2013
	4-Mar-2013	8-Mar-2013

RESETTLEMENT & REHABILITATION

Base Line Survey	28-May-2012	30-May-2012
Index based Weather Insurance - Concept, Design and Implementation	23-Jul-2012	25-Jul-2012
Managing Land Acquisition and R & R for a Vibrant Stakeholder Environment	24-Sep-2012	28-Sep-2012
Social Impact Assessment	17-Dec-2012	19-Dec-2012

URBAN GOVERNANCE

Change Management for Achieving Continuous Water Supply (24/7) for all in Urban Areas	9-Apr-2012	13-Apr-2012
Urban Poverty Alleviation and Social Housing	9-May-2012	11-May-2012
Integrated Solid Waste Management	28-May-2012	1-Jun-2012
Formulation of Inclusive and Participatory City Development Plans	18-Jun-2012	20-Jun-2012
Capacity Building for Operationalising Urban Governance Reforms	16-Jul-2012	18-Jul-2012
Public Private Partnership in Urban Infrastructure & Service Delivery	6-Aug-2012	8-Aug-2012
Project Preparation and Management in Urban Infrastructure & Service Delivery	22-Aug-2012	24-Aug-2012
ASCI-WBI Certification Programme in Urban Management in India - 2012	23-Sep-2012	14-Sep-2012
Towards Universal Sanitation in Urban Areas	1-Oct-2012	5-Oct-2012
Benchmarking Urban Services	19-Nov-2012	21-Nov-2012
Change Management for Achieving Continuous Water Supply (24/7) for all in Urban Areas	10-Dec-2012	14-Dec-2012
ASCI-WBI MDP on Strengthening Urban Management in India	21-Jan-2013	25-Jan-2013
Project Preparation and Management in Urban Infrastructure & Service Delivery	11-Feb-2013	13-Feb-2013
Public Private Partnership in Urban Infrastructure and Service Delivery	11-Mar-2013	13-Mar-2013

For further details, please contact :

Programmes Officer

Administrative Staff College of India

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

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Nomination Form
Programme on
SALES MANAGEMENT

(May 14–18, 2012)

Nominee's Personal Information :

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

Training Programmes Attended : _____

Nominee's Career Profile :

Organisation	Position	Responsibility	No. of Years

Expectations from the programme :

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/Ch)	:
Instrument Number	:	Date of Instrument	:
Name of the Bank	:		

Signature of the Sponsoring Authority :

Name :

Designation :

Date :

NOTE : ▶ Forward nomination form to : **Mrs. P. Mahalaxmi, 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