



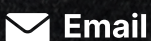
Mahindra™
University
Global Thinkers. Engaged Leaders.

**CENTRE FOR
EXECUTIVE EDUCATION**



Certificate Programme in **Advanced Sales Management**

Learn from Industry-Tested Practices, Blend of theory and
Real-world Applications, to Thrive in Sales



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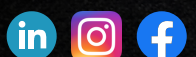


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Programme Overview

In the words of Sam Walton, visionary founder of Walmart, “There is only one boss: the customer. And he can fire everybody in the company... simply by spending his money somewhere else.” This truth resonates louder than ever in today’s hyperconnected, tech-driven B2B marketplace. As industries transition from legacy systems of Industry 2.0 to the AI-powered, data-centric world of Industry 4.0, customers wield unprecedented power. Enterprises now face commoditized solutions, global competition, and buyers demanding hyper-personalized, value-driven partnerships. In this environment, B2B sales leaders must navigate intricate stakeholder ecosystems, justify premium pricing in saturated markets, and align with decision-makers who prioritize data-driven insights and cross-departmental consensus.

Traditional sales tactics fall short in an era where success hinges on mastering advanced tools—AI-driven prospecting, predictive analytics, and CRM automation—while balancing human-centric skills like consultative engagement and strategic negotiation.

Advanced Sales Management Programme is designed to equip sales leaders, account managers, and enterprise executives with the frameworks to dominate this complex landscape. Over 12 intensive days, participants will engage with methodologies tailored for modern B2B challenges, blending global expertise with actionable strategies. The programme focuses on optimizing stakeholder engagement, leveraging technology to streamline pipelines, and fostering long-term client relationships that transcend transactions.

Rooted in industry-tested practices, the curriculum bridges theory and real-world application, preparing leaders to transform their teams into agile, customer-centric units capable of thriving in the Age of the B2B Buyer—where strategic foresight and execution excellence define success.



Programme Details

Dates: July 16 - December 12, 2025

Venue: Mahindra University, Hyderabad

Phase 1

Dates: July 16 - 18, 2025

Phase 2

Dates: September 9 -12, 2025

Phase 3

Dates: December 9 -12, 2025

Who Should Participate

This programme is ideal for

- **Mid-to-senior-level sales professionals** looking to sharpen their skills and achieve higher performance.
- **Sales managers and team leaders** aiming to drive strategic sales growth.
- **Business development professionals** seeking to improve their sales conversion and negotiation capabilities.
- **Start-ups, Entrepreneurs and SME owners** who want to build a high-impact sales strategy.
- **Marketing and key account managers** who work closely with sales teams and customers.

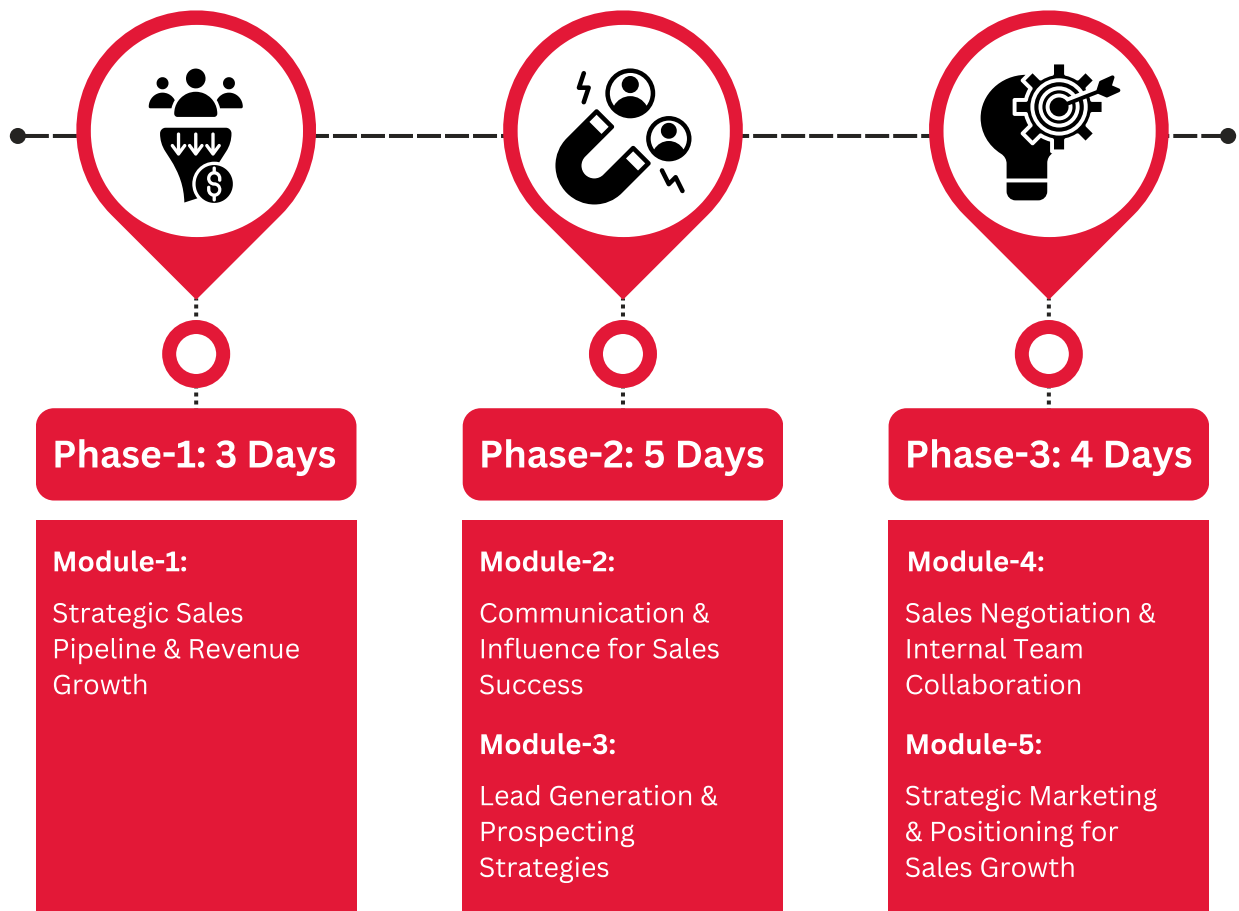
Programme Outcomes

The Advanced Sales Management Programme is designed to equip sales professionals with cutting-edge strategies, tools, and frameworks to excel in today's complex and competitive B2B sales landscape. Participants will:

- Master the art of **strategic selling**, from lead generation to deal closure.
- Develop advanced skills in **negotiation, pricing for profit, and business storytelling**.
- Learn how to **leverage AI and new-age tools** for prospecting and sales growth.
- Enhance their ability to **build long-term customer relationships** and manage key accounts.
- Understand buyer psychology, sales cycles, and effective networking strategies.
- Gain hands-on experience through **practical exercises, case studies, and real-world applications**.



Programme Learning Journey



Each phase of the programme is complemented by **Action Learning Projects** that enable participants to apply key concepts to real-world business challenges. Participants will also engage in **structured reflection exercises and application-based reviews**. More details are provided in the following pages.



Programme Delivery Methodology

The programme follows an **interactive and application-driven** learning approach, ensuring participants develop skills that are immediately **actionable** in their sales roles.

- **Immersive Campus Learning Experience:** Participants engage in high-energy, in-person sessions designed to foster deep learning, peer interactions, and leadership development.
- **Practical Learning Through Group & individual Activities:** Every session includes practical exercises, real-world case studies, and simulations to reinforce key concepts through hands-on experience.
- **Role Plays & Scenario-Based Learning:** Participants step into realistic sales and negotiation scenarios, honing their ability to handle objections, close deals, and navigate complex conversations.
- **Video-Based & Storytelling-Driven Insights:** Leveraging inspirational speeches, movie clips, and real-world business cases, participants gain fresh perspectives on persuasion, influence, and leadership.
- **Action Learning Projects & Assignments:** Small group projects, case analyses, and structured assignments drive peer learning and problem-solving, enabling participants to apply their insights in a structured manner.
- **One-on-One Mentoring & Personal Development Plans:** Participants receive **individual mentorship** from the faculty to address specific sales challenges, refine strategies, and develop a **customized roadmap for career growth**.
- **Continuous Assessment & Feedback:** For each of the phases, Regular assessments, reflections, and faculty feedback ensure that participants not only grasp the concepts but also demonstrate measurable skill enhancement.

Modules Covered in the Programme

Module 1: Strategic Sales Pipeline & Revenue Growth

Sales success begins with a well-defined and scalable sales pipeline. This module equips participants with proven frameworks to build, optimize, and manage a predictable sales process. From mastering sales funnelling, pricing for profit, and customer buying behaviors to understanding effective networking, cross-selling, and up-selling techniques, participants will develop actionable insights to accelerate revenue growth. The module also focuses on building long-term customer relationships and handling objections effectively, ensuring sustainable business success.

Build and optimize processes for predictable, scalable sales outcomes.

Day 1

- Sales Cycle & Sales Funnelling
- 90-Day Sales Plan
- Pricing for Profit

Laying the Foundation for Sales Success

Day 2

- Response Time & Marginal Improvement
- Effective Networking
- Building Long-Term Customer Relationships
- Business Development: Cross-Selling & Up-Selling

Understanding the Buyer & Closing the Sale

Day 3

- 6 Buyer Personality Types
- 6 Buying Roles & 4 Buying Modes
- Handling Objections
- Closing the Sale & Power Thank You

Module 2: Communication & Influence for Sales Success

Effective sales professionals communicate with clarity, confidence, and impact. This module helps participants sharpen their ability to influence stakeholders, tell compelling business stories, and deliver powerful presentations. Through interactive exercises, participants will learn how to actively listen, assertively communicate, and engage audiences in high-stakes sales conversations. The module also builds time management and leadership skills, ensuring participants can inspire and guide their teams toward sustained sales success.

Becoming a Persuasive Communicator

Day 1

- Power of Asking & Power of Contribution
- Active Listening
- Assertive Communication: How to Say "No" to Stakeholders
- Business Story-telling

Delivering Impactful Presentations

Day 2

- How to Prepare for a Great Presentation
- Crafting & Communicating a Message
- Engagement Techniques During Presentations
- Practical Presentation by Each Group

Time Management & Leadership in Sales

Day 3

- Self-Belief and Self-Esteem
- Effective Time Management for Sales Professionals
- Coaching Your Sales Team
- Accountability vs. Responsibility

Module 3: Lead Generation & Prospecting Strategies

A strong pipeline starts with proactive lead generation and targeted prospecting. This module focuses on low-cost, high-impact methods to generate leads, including AI-powered tools and digital sales strategies. Participants will learn how to prepare for customer meetings, ask the right questions using SPIN selling, and refine follow-up strategies for higher conversion rates. By mastering effective prospecting techniques, they will be able to consistently engage decision-makers and unlock new business opportunities.

Finding & Converting Leads

Day 1

- Preparing for a Customer Meeting
- Lead Generation in non-monetary methods
- Lead Generation Using AI & New-Age Tools
- Prospecting Strategies

Asking the Right Questions & Following Up

Day 2

- Asking Transformational questions
- SPIN way of Selling
- How and Why of Follow up
- 4 Golden Rules of Follow up



Module 4: Sales Negotiation & Internal Team Collaboration

Negotiation is a critical skill for any sales leader. This module trains participants to navigate complex negotiations, handle objections, and close deals with confidence. They will learn how to leverage BATNA and ZOPA strategies, negotiate from a position of weakness, and manage multi-party negotiations. The module also addresses internal alignment and conflict resolution, enabling participants to collaborate effectively with teams, resolve disputes, and drive mutually beneficial sales outcomes.

Mastering Negotiation Techniques

Day 1

- Understanding Negotiation & Why It Fails
- Effective Preparation for Negotiation (BATNA, ZOPA)
- Multi-Party Negotiation
- Negotiating from a Position of Weakness

Handling Internal team alignment & helping client to resolve disagreements to move towards closure

Day 2

- Investigative Negotiation: Exploring Options
- When "Not" to Negotiate
- Managing Sales Specific Conflicts
- Conflict Resolution to achieve sales excellence



Module 5: Strategic Marketing & Positioning for Sales Growth

Sales and marketing go hand in hand. This module provides participants with a deep understanding of B2B marketing, branding, and market positioning to differentiate their offerings. They will learn how to identify and target the right customer segments, develop compelling value propositions, and enter new markets with confidence. Through real-world case studies, the module also explores growth marketing, performance marketing, and innovative positioning strategies to enhance sales effectiveness.

Understanding Market Dynamics

Day 1

- Understanding B2B Marketing
- Understanding Target Segments
- Positioning Strategies
- Case Study: Positioning

Expanding Market Reach

Day 2

- Branding Fundamentals
- New Market Entry & Planning
- Case Study: New Market Entry
- Growth & Performance Marketing



Action Learning Projects (ALP)

The **Action Learning Projects** are designed to ensure participants **apply their learnings in real-world business scenarios**. Throughout all phases of the programme, participants will work in **teams to solve strategic sales challenges, design sales strategies, and refine their approach based on faculty and peer feedback**.

- The projects **culminate in a final presentation** where teams showcase their solutions to **industry leaders and faculty members**.
- On the last day, all groups present their insights, and the **most impactful project is featured during the certification ceremony**, adding an element of excitement, motivation, and competition.
- This hands-on experience **enhances problem-solving, collaboration, and decision-making skills**, ensuring participants can drive tangible business impact in their roles.

Assessments for Measurable Learning Impact

To ensure **continuous learning and practical application**, the programme incorporates **multiple assessment formats** throughout all phases:

1. **Concept Application Exercises** – Participants will engage in short in-class exercises to **apply frameworks, techniques, and strategies learned** during each session.
2. **Case Study Analysis & Presentations** – Participants will analyze real-world business cases, **present insights, and receive faculty feedback**
3. **Role-Plays & Simulations** – Live role-playing sessions will enable participants to **simulate sales conversations, negotiations, and objection handling**.
4. **Peer & Faculty Feedback** – Participants will **receive structured feedback** from both faculty and peers to refine their approach.
5. **Final Group Project Evaluation** – The **Action Learning Group Project** will be assessed on **strategic thinking, execution, and real-world applicability**.

Assessment in the Advanced Sales management programme is designed to ensure a deep understanding of sales, marketing, and negotiation principles while encouraging practical skill-building.

I-2-1 Mentorship with Personal Development Plan

In the final phase, participants will have the opportunity for **personalized one-on-one mentorship** with the faculty. This session is designed to:

- **Address individual sales challenges** and discuss strategies for overcoming them.
- **Define a personal growth roadmap**, tailored to the participant’s career aspirations
- **Receive guidance on implementing key takeaways** from the programme in their work environment.

To make the session structured and goal-oriented, participants will complete a Personal Development Plan (PDP) before the mentorship session.

Personal Development Plan (PDP)

Objective: A structured framework for participants to define their key takeaways, professional goals, and action steps after the programme.

Personal Development Plan (PDP) Format(Example)

Section	Description
Name & Designation	Participant’s name, current role, and organization
Key Learnings from the Programme	3-5 critical insights gained from the programme that will influence future sales strategy
Areas for Improvement	Specific sales or leadership areas where the participant seeks growth
Action Plan (Next 3-6 Months)	Concrete steps to implement learning in real-world scenarios
Support Required	Resources, mentorship, or organizational support needed for success
Faculty Recommendations (Post Discussion)	Key takeaways from the 1-2-1 mentorship session and guidance provided by faculty

This structured PDP ensures that participants leave the programme with a clear, actionable roadmap for professional growth.

Programme Benefits




- **Transformative Learning for Sales & Business Growth:** This programme provides a **holistic approach to sales excellence**, integrating best practices in **sales strategy, marketing, negotiation, communication, and leadership**. Through real-world case studies, action learning projects, and expert-led sessions, participants will gain **practical frameworks and tools** to enhance their ability to drive revenue, influence key stakeholders, and lead high-impact sales conversations.
- **Immersive & High-Intensity Campus Experience:** Designed as a **12-day residential programme**, participants benefit from an **engaging learning environment, peer interactions, and executive lodging facilities** that foster deep learning and strategic thinking beyond the classroom.
- **Experiential & Hands-On Learning Approach:** With a focus on **active participation**, the programme includes **role-plays, collaborative projects, real-world case studies, and video-based storytelling** to ensure concepts are internalized and immediately applicable in professional settings.
- **Personalized Mentorship & Career Growth Roadmap:** Participants receive **one-on-one mentorship with faculty**, offering **customized guidance on real-world sales challenges, negotiation strategies, and personal development plans** to enhance career progression.
- **Action Learning with Real-World Business Scenarios:** Every session integrates **interactive assignments, discussions, and problem-solving exercises** that mirror the challenges faced in dynamic sales environments, ensuring **practical and measurable skill enhancement**.
- **Certificate from a Leading Institution:** All successful participants receive a **completion certificate**, recognizing their learnings in **advanced sales management, strategic negotiation, and business growth strategies**.

Certificate

Upon Successful completing the programme, participants will be awarded a certificate in Advanced Sales Management from Mahindra University Centre for Executive Education



Programme Details

Duration  6 Months	Mode  In-Campus 3 Residential Phases	Enrolment Closes  25 June 2025
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 **Programme Fee: INR 3 Lakh per participant (Plus GST)**



Lead Faculty

Prof. Subramanian Chandramouli

Subramanian is a visiting faculty of Sales & Negotiation in Executive Education programmes at Mahindra University. He is also a visiting faculty for Sales at SP Jain School of Global Management. Subramanian has more than 18 years of experience in the Industry. He has run his own E-learning firm for 7 years and currently running his Sales Advisory and Training firm for the past 6 years.

Subramanian has trained more than 11,000 sales executives and entrepreneurs in the field of Sales. He has trained 43 different nationalities on various topics of Sales. He has authored 3 books "Anybody can Sell" and "Sales for Startups", "Don't spend money to generate leads" which are available in Amazon and Flipkart. Some of his customers are HSBC, Boeing, Facebook, Grundfos, GE Healthcare, Continental, Lulu, Ramco Systems, Robert Bosch, Sify and many other Global and Indian companies.

Prior to venturing on his own Subramanian was India Sales Manager at Patni Computer Systems managing multimillion dollar Portfolio in SAARC region for a Fortune 10 Conglomerate. He has also worked earlier with Tech Mahindra and Kodiak Networks in Software Engineering Role. He is an alumnus of SP Jain School of Global Management- Singapore/Dubai in their Global MBA program. He graduated with a bachelor's degree in Electricals and Electronics Engineering from Government College of Engineering, Salem, Tamil Nadu.



About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media, Centre for Sustainability, School of Design and Innovation and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.

Some of our Clients



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