



About IPE

Institute of Public Enterprise, Hyderabad is an autonomous non-profit society devoted to sustained and systematic study of issues relevant to the formulation, implementation, review, monitoring and assessment of policies and programs concerning public enterprises. It is a fast growing B-School with its unique approach of grooming the right talent to the industry and responsible citizens to the society.

Over the last five decades, the Institute has transformed itself into an institution that is engaged in a multi-faceted activity comprising management education, research, management training and research in management & social sciences. IPE has developed from being a research and training organization to an internationally regarded educational institution. IPE is recognized as 'Centre of Excellence' in social science research by Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development, Govt. of India in the year 1976.

The Institute is governed by a body of eminent professionals, academics and administrators with Shri. K Madhava Rao, IAS (Retd.), as the President of IPE. Prof S Sreenivasa Murthy, Director of IPE is an exceptional academician with more than two decades of experience and he has been recently appointed as a Vice-Chairman of Association of Indian Management Schools (AIMS), Telangana Chapter.

Programme Director

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INSTITUTE OF PUBLIC ENTERPRISE

(Under the aegis of ICSSR, MoE, GoI)

HYDERABAD

A Two-Day Management Development Programme on FUNDAMENTALS OF SELLING : A 360° APPROACH

September 18 – 19, 2025



VENUE :

INSTITUTE OF PUBLIC ENTERPRISE,

Shamirpet Campus, Hyderabad

Programme Director



Mr M J Ramakrishna

Assistant Professor, IPE

INTRODUCTION ABOUT THE PROGRAMME

Sales is the bread and butter of any organization—whether product-based or service-driven. As the only function that directly generates revenue, sales play a pivotal role in organizational growth. Professionals in this domain must be equipped to identify and engage prospects, handle objections, close deals, and build lasting customer relationships. In this context, the Institute of Public Enterprise (IPE) is pleased to offer a 2-day Management Development Programme (MDP) that provides a 360° view of the selling process. Blending conceptual insights with hands-on tools, the programme helps participants master value-based selling through interactive lectures, role-plays, and real-world case studies—ensuring immediate, on-the-job applicability.

Organizations rely on strong sales teams, yet many professionals lack a structured approach to selling. This programme bridges that gap by equipping participants with practical tools for prospecting, pitching, handling objections, and building lasting customer relationships.

KEY OBJECTIVES OF THE PROGRAMME

- To develop a comprehensive understanding of the sales cycle
- To master techniques for effective prospecting and lead generation
- To learn persuasive sales communication and pitching skills
- To handle customer objections confidently
- To build long-term relationships that drive repeat business
- To apply modern tools and techniques for sales productivity

OUTCOMES OF THE PROGRAMME

Participants will leave with:

- A structured, repeatable sales process tailored to their context
- The ability to confidently identify and qualify leads
- Skills to deliver compelling, customer-focused pitches
- Techniques to overcome common objections and strategies to close deals.
- Personalized action plans to implement learning in their roles

FOR WHOM THIS PROGRAMME

This programme is ideal for:

- Sales executives and managers
- Entrepreneurs and business owners
- Marketing professionals who engage in sales
- Anyone transitioning into a sales role
- Professionals keen to refresh or strengthen their sales capabilities.

CONTENT OF THE PROGRAMME:

Day 1: Sales Foundation

- Introduction to Sales Process/Cycle.
- Types of Markets & Buyer psychology
- Pre-Sales Research & Planning
- Prospecting & qualifying Leads
- Pre-Approach & Approach stages.

Day 2: Advanced Selling Skills

- Persuasive pitching Techniques
- Objection handling Strategies.
- Closing techniques to seal the deal.
- Post-sale relationship building
- Bonus: AI tools for enhancing Sales Performance.

PROGRAMME DELIVERY: The programme will feature interactive classroom lectures, role-plays, group activities and discussions, case studies, and guest speaker sessions led by industry experts

PROGRAMME DURATION

- **2 Full Days**
- **Time:** 9:30 AM – 5:00 PM (each day)

PROGRAMME FEE DETAILS

- **Fee:** ₹10,000/- + **18% GST** per participant (for the 2-day programme)
- **Inclusions:** Programme fee includes training materials, lunch, refreshments, and a participation certificate.

Accommodation (Optional)

Participants interested in availing accommodation at the IPE Hostel may opt for:

- **Single Occupancy Room (AC):** ₹3,000/- + **18% GST** per person, per day (Includes breakfast and dinner)

Note: Hostel rooms are limited and will be allotted on a first-come, first-served basis. Early nominations are encouraged to secure accommodation.

Nominations: Please email nominations to mjramakrishna@ipeindia.org with the participant's Name, Designation, Contact Number, and Email ID, along with payment details. Payment can be made via cheque or draft drawn in favor of "Institute of Public Enterprise", payable at Hyderabad.

BANK DETAILS

Account no : 52198267621
Bank Name : State Bank of India,
Branch : Osmania University Branch
Branch Code : 20071
MICR Code No : 500002342
IFSC Code No : SBIN0020071
PAN : AAATI1377G
GST No : 36AAATI1377G2ZP