



# AIU-AADC-NCU

organizes

E-Management Development  
Programme  
(E-MDP)

on

## Mastering Sales

3<sup>rd</sup> - 7<sup>th</sup> February, 2025

Hosted by the Department of Management and commerce,  
The NorthCap University, Gurugram, Haryana, India

Under

Academic & Administrative Development Centre (AADC)  
Established by Association of Indian Universities (AIU)

# Discover The NorthCap University

Established in 1996, formerly known as ITM University, The NorthCap University (NCU) is a progressive multidisciplinary university located in the city-centre of Gurugram, Haryana. NCU operates multiple schools and departments in its state-of-the-art sustainable, tech-first, campus and hosts a diverse body of engineering & technology, management, liberal arts, law, applied sciences, business and media and entertainment students.

NCU is a National Assessment and Accreditation Council (NAAC) Grade A accredited university that serves as a research as well as talent catalyst between students and industry. Guided by eminent academicians and industry leaders, it follows an immersive pedagogy to deliver undergraduate, postgraduate as well as doctoral programmes.

**13,000<sup>+</sup>**

ALUMNI  
NETWORK

**3400<sup>+</sup>**

STUDENTS

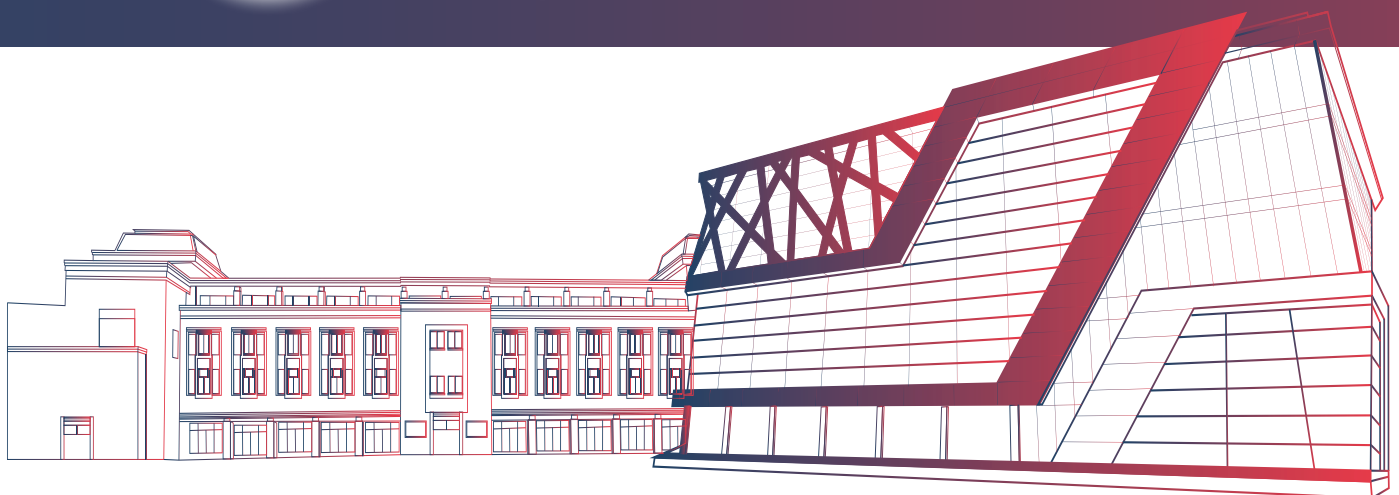
**250<sup>+</sup>**

INDUSTRY  
RECRUITERS

**3**



YEARS OF  
EXCELLENCE



# About

## Association of Indian Universities

The formation of the Inter-University Board (IUB) of India as an Apex Inter-University Organization on March 23, 1925, in a meeting of Vice Chancellors/their representatives at Bombay University was the culmination of the need to bring together all the universities in India on a common platform through a coordinating body, to protect the interest of the students as well as the universities. The objective was to promote university activities, especially by way of sharing information and increasing co-operation in the field of education, culture, sports and allied areas. Prior to this, having such an organization in India was recommended by the Sadler Commission in 1919 followed by a resolution, made in the Conference of Vice Chancellors of the Indian Universities convened at Shimla in 1924. The Inter-University Board acquired a legal status with its registration as a Society under the Societies Registration Act, 1860, on September 29, 1967, and was renamed as Association of Indian Universities (AIU) in 1973. Since its inception AIU is actively engaged in the growth and development of Higher Education. The membership of AIU includes all types of universities e.g. Conventional Universities, Open Universities, Deemed to be Universities, State Universities, Central Universities, Private Universities and Institutes of National Importance. In addition to Indian Universities, 13 Universities/Institutes from Bangladesh, Bhutan, Republic of Kazakhstan, Malaysia, Mauritius, Nepal, Thailand, United Arab Emirates and United Kingdom are its Associate Members

## Department of Management and Commerce

The Department of Management & Commerce at The NorthCap University offers undergraduate, and doctoral programs in Management and allied disciplines. The Department has been very cutting-edge in its approach and has kept abreast with the contemporary trends and advancements in business. As a progressive, student-friendly institution, the Department has introduced innovative programs that are the need of the industry and takes several initiatives to ensure student employability. Highly qualified and experienced faculty using differential pedagogy make learning fun and easy. With the help of smart classrooms, multimedia aids, learning management systems and blended learning, the students demonstrate high engagement in the classroom. The emphasis of the Department is on academic excellence, research, innovation, entrepreneurship and developing socially responsible managers.

## E-MDP on Mastering Sales

Sales is a dynamic field. With changes in technology, disruption and changing lifestyle add further to its complexity. This 5 days E-MDP on Mastering Sales is designed in such a manner to make understand the entire essential aspects of contemporary sales process from mastering sales techniques to leveraging technology in sales to enhance efficiency and foster motivation. It is curated keeping in mind the needs of early career sales professionals to sales aspirants. The program is divided into 5 easy to absorb modules to facilitate learning and online mode gives flexibility to learn from anywhere without the hassle of travelling.

## Objectives

- Developing skills to forge strong customer relationships for sustainable business growth.
- Equip participants with relevant tools and techniques to effectively close deals.
- Deeper understanding of customer needs and wants to offer customized solution.
- Introduce participants to the new tools and technologies that hold potential to streamline the sales process and improve efficiency.
- Offering insights on how to manage time, resources and stay motivated.
- Foster the ability to create own sales plan aligning with organizational goals.

# Schedule

## Day 1: 3<sup>rd</sup> February, 2025

Session	Topic: Speaker	Details
02:30- 4:00 PM	The New Age sales Canvas Nikhil Chandra	Understanding the sales in modern context, the challenges and adapting to the changes in dynamic working environment.
04:00-04:30 PM	Activity and Discussions	

## Day 2: 4<sup>th</sup> February, 2025

Session	Topic: Speaker	Details
02:30- 4:00 PM	Navigating the sales process Dr. Akshat Aditya Rao	Exploring the Selling process in a step-by-step manner to develop a methodical approach which is both structured and rewarding..
04:00-04:30 PM	Activity and Discussions	

## Day 3: 5<sup>th</sup> February, 2025

Session	Topic: Speaker	Details
02:30- 4:00 PM	Forging long lasting relationships Rohit Singal	Mastering closing techniques and build relations that help both the buyer and seller in longer run.
04:00-04:30 PM	Activity and Discussions	

## Day 4: 6<sup>th</sup> February, 2025

Session	Topic: Speaker	Details
02:30- 4:00 PM	Leveraging Technology for Success Pulkit Om Gupta	Understanding how the field sales personnel can benefit from the technology, tools that equip the modern sales personnel for effective and efficient sales.
04:00-04:30 PM	Activity and Discussions	

## Day 5: 7<sup>th</sup> February, 2025

Session	Topic: Speaker	Details
02:30- 4:00 PM	Strategies to Manage and Stay Driven Prof. H.K. Dangi	Managing territory, time, overcoming conflicts and self-management to achieve success
04:00-04:30 PM	Activity and Discussions	

# Mastering Sales

**Prerequisites:** None

## Who should pursue the Programme?

The program caters to the needs of personnel involved in early & mid career roles as:

- Sales
- Business Development
- Key Account Management
- Admissions
- Sales career aspirants
- Early-stage startup founders

from diversified industries as Automobile, IT, Hospitality, Education, Insurance, Telecom, Financial Products, Banking. Overall, the E - MDP is open to all participants who are passionate to explore the field of sales & marketing and excel in it.

## Highlights

- Faculty from Institutes of repute with rich experience.
- Industry leaders from diversified industry backgrounds
- Small modules which can be easily learnt and practiced
- Online interactive session offer flexibility to learn without hassle of travelling.

## Benefits for Organizations

- Employees gain in depth knowledge of customer acquisition, engagement and relationship building.
- Boosts confidence leading to more effective sales presentations and better conversion rates.
- Better customer focus resulting in increased loyalty.
- Training equips employees to adapt to changing market conditions and overcome challenges making them agile.
- Online medium offers cost advantage saving on travel, accommodation, logistics and time.
- Enhanced employee motivation as employees feel valued when company invests in their development.

## Mode of the E MDP

The E MDP shall take place in Online Mode. E-Certificate of participation will be awarded jointly by NCU & AIU subject to successful completion at the end of the E MDP. Attendance shall be mandatory for issue of certificate.

## Duration

- 10 Hours (02 Hours Per Day for 05 Days)
- Timings: 2:30 pm – 4:30 pm Modular sessions

# Experts

Dr. Akshat Aditya Rao is an accomplished marketing professional with over 15 years of experience in industry and academia. He holds expertise in the area of business development, key account management, and international operations. His corporate experience includes roles at Gravita India Ltd., HCL Infosystems Ltd. and Godrej & Boyce. He carries a rich experience across diverse industries, including IT, electronics, appliances, telecom, and automotive. After finishing his Ph.D. in Management Dr. Akshat is now passionately working in the field of Management teaching and research as Associate Professor-Marketing at The NorthCap University to contribute to the field through research and teaching. He brings a wealth of knowledge and practical experience to the dynamic field of marketing.



**Dr. Akshat Aditya Rao**  
Convener,  
Associate Professor-Marketing, NCU



**Nikhil Chandra**  
Business Consultant  
& Visiting Faculty NCU

A seasoned sales and marketing professional with over 18 years of extensive experience in sales, marketing, and business development across diverse industries such as telecommunications, technology, media, and consulting. Nikhil has worked with renowned organizations like Bharti Airtel, Sterlite Tech, Radio Mirchi, Tata Consultancy Services, and Rockstand Digital. He started his career in rural sales with Bharti Airtel, mastering the nuances of grassroots-level customer engagement. Over the years, he has excelled in B2B sales and solutioning, VAS (value-added services) sales, and digital sales. At Airtel, he successfully led VAS sales and marketing initiatives, while at Rockstand Digital, he gained expertise in digital sales strategies.

Professor Hamendra Kumar Dangi is a distinguished academic at the Department of Commerce, Delhi School of Economics, University of Delhi. Prof. Dangi has been instrumental in guiding doctoral research, supervising several Ph.D. candidates in areas such as consumer behavior and disaster management. He has also contributed to various research projects funded by organizations like the Indian Council of Social Science Research (ICSSR) and the University of Delhi, focusing on pre-purchase information search behavior. Prof. Dangi's extensive experience and contributions have significantly advanced the field of management education and research in India.



**Prof. H.K. Dangi**  
Professor,  
Delhi School of Economics, University of Delhi



**Rohit Singal**  
VP Sales & India Director  
Rahi Systems

With over 20 years of experience in driving sales growth and building high-performance teams, Rohit is a result-oriented senior executive with a proven track record in developing and executing strategic sales plans across diverse markets. His strong leadership, business development, client/stakeholder management, risk management & change management experience is well balanced with strategic, collaborative, and results-oriented skills. At the core of his leadership style, Rohit holds a passion for building customer-centric strategies that deliver tangible results. He specializes in identifying market opportunities, optimizing sales processes, and fostering a culture of excellence that drives team engagement and client satisfaction.

Pulkit Om Gupta is an economics graduate followed by Business Management course from SP Jain, Mumbai. He has been running his technology company called Ezswype for the last 12 years in the Fintech domain. Four years ago, he founded his second venture USHMA, an Authorized Partner of Zoho, focused on deploying Zoho solutions through Training, Implementation, and Customization. He is passionate about helping businesses grow and also advises his clients on various business challenges.



**Pulkit Om Gupta**  
Director & CEO  
Ezswype and USHMA

## Registration Fee

Registration Fee: INR 1000/-

Scan QR code for registration

## Payment Details

Name - THE NORTHCAP UNIVERSITY

Account No - 82472010013980

Bank - Canara Bank

IFSC - CNRB0018247

Participants must pay the fees and then register through the Registration Link: <https://tinyurl.com/3686ru3c>

Scan QR code for  
registration



Transaction details must also be emailed to: [akshataditya@ncuindia.edu](mailto:akshataditya@ncuindia.edu)

## Contact Details

Dr. Akshat Aditya Rao (Associate Professor - Marketing)

Department of Management and Commerce,

The NorthCap University, Gurugram, NCR.

Email: [akshataditya@ncuindia.edu](mailto:akshataditya@ncuindia.edu)

Mobile Number: +91 7568873951

Mr. Dheeraj Kumar (Program Office, DMAC),

Mobile Number: 9837849305

Phone: + 91 124 2365811/12/13

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## Patrons

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**Prof. Prem Vrat**  
Pro-Chancellor  
The NorthCap University



**Prof. (Dr.) Nupur Prakash**  
Vice-Chancellor  
The NorthCap University



**Dr. Pankaj Mittal**  
Secretary General  
Association of Indian Universities  
(AIU), Delhi, India

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## Programme Chair

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**Dr. Deergha Sharma**  
HOD, DMAC  
The NorthCap University

## Programme Convener

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**Dr. Akshat Aditya Rao**  
Associate Professor,  
DMAC  
The NorthCap University

Supported by



Formerly ITM University, Gurgaon

The NorthCap University  
Sector 23A, Gurugram 122017  
Haryana, India

[www.ncuindia.edu](http://www.ncuindia.edu)