



S P Jain  
School of Global  
Management

DUBAI • MUMBAI • SINGAPORE • SYDNEY



ACCELERATED SALES LEADERSHIP PROGRAM



**SP Jain School of Global Management** is an Australian business school that provides modern, relevant and practical global business education. With campuses in the dynamic business hubs of Dubai, Mumbai, Singapore and Sydney, SP Jain is renowned for offering multi-city undergraduate and postgraduate programs. For its flagship Global MBA program, the school has been ranked by reputed international publications such as Forbes, Times Higher Education–Wall Street Journal and The Economist. Globally intelligent and culturally agile, an SP Jain graduate is empowered with the skills and confidence to drive decisions and take on the global challenges of the 21st century.



## **PROGRAM OVERVIEW**

Sales Heads today operate in an environment defined by rapid market shifts, evolving customer expectations, resource constraints, and increasing complexity in managing teams and business outcomes. Organizations are therefore looking beyond traditional sales management and investing in business leaders who can drive growth, inspire teams, lead change, and create sustainable business impact.

This program is designed to help Sales Heads strengthen their strategic leadership capabilities by equipping them with contemporary leadership mindsets, data-driven decision-making capabilities, modern sales methodologies, and execution excellence frameworks. Through highly interactive sessions, real-world case studies, business simulations, peer learning, and application-oriented exercises, participants will gain practical insights that can be directly applied to their business environment.

A key outcome of the program is the development of an actionable Business/Sales Plan that integrates the learning from all modules and serves as a practical roadmap for achieving both short-term priorities and long-term business goals.

## **WHAT PARTICIPANTS WILL GAIN**

- Enhanced ability to think strategically and lead sales transformation in dynamic business environments
- Stronger leadership capability to influence teams, drive execution, and deliver sustainable business outcomes
- Practical frameworks, tools, and insights to build growth-focused sales strategies and improve decision-making

## **WHAT ORGANIZATIONS WILL GAIN**

- Future-ready Sales Heads capable of driving growth, agility, and execution excellence
- Stronger alignment between business strategy, sales performance, and organizational goals
- Action-oriented business and sales plans that create measurable impact and long-term value

## **WHO CAN PARTICIPATE?**

- Sales Heads, Regional Heads, Business Heads, and Business Unit Leaders from growth-stage companies and large corporates across industries and geographies
- Professionals responsible for driving sales performance through large teams and managing business outcomes with P&L accountability
- Entrepreneurs, Business Owners having B2B products/solutions





## **PEDAGOGICAL APPROACH**

### **18 Hours of Live Interactive Learning**

- Pre- and post-session learning activities including:
- Live industry examples and contemporary case studies
- Highly application-oriented learning modules
- Business Plan and Strategic Direction Presentation
- Peer learning and cross-industry insights
- Interactive discussions, simulations, and reflection exercises

## **APPLICATION-ORIENTED MODULE:**

### **CAPSTONE PROJECT**

- Each participant will develop and present a comprehensive Business/Sales Plan using the integrated frameworks and tools covered during the program
- The capstone project will enable participants to apply concepts directly to their business realities and create a practical execution roadmap
- The final presentation can be used post-program to monitor progress, align teams, and drive execution excellence

## DETAILED PROGRAM ARCHITECTURE

SL. No	Module	Key Focus Areas	Duration
1	<b>Leading Through Uncertainty: Sales Leadership Lessons Across Industries</b>	Participants will learn from organizations and leaders that successfully navigated disruption and market uncertainty. They will develop the mindset, resilience, and leadership behaviours required to lead teams during challenging business environments while gaining insights into the broader stakeholder ecosystem.	3 Hours
2	<b>Understanding Self and Leadership Styles</b>	Participants will build deeper self-awareness and understand their leadership approach and impact on team performance. They will strengthen interpersonal effectiveness, align leadership behaviours with organizational culture, and define their personal leadership principles.	3 Hours
3	<b>Building High-Performance Sales Teams</b>	Participants will critically evaluate sales team structures, talent capabilities, and performance drivers. The module will focus on building a coaching culture, strengthening team engagement, and aligning people strategies with business goals.	3 Hours
4	<b>Making Data-Driven Sales Decisions</b>	Participants will understand the growing importance of data analytics in sales and business decision-making. They will be introduced to practical frameworks, analytical tools, and business applications to improve decision quality and sales effectiveness.	3 Hours
5	<b>Strategic Thinking and Goal Excellence</b>	Participants will learn how to set strategic financial and non-financial goals aligned to organizational priorities. The module will cover balanced scorecards, strategic growth thinking, and best practices in business planning and performance management.	3 Hours
6	<b>Driving a Culture of Execution</b>	Participants will develop structured execution plans aligned to strategic priorities and business outcomes. They will explore approaches to building accountability, shaping performance-driven cultures, leveraging diversity, and driving organizational effectiveness.	3 Hours

## **FACULTY MEMBERS PROFILE**

Prof. Ramu Shankarrao brings over 33 years of leadership experience in the healthcare and medical devices industry, having worked with global organizations such as Medtronic and St. Jude Medical (now Abbott). In his last corporate role, he served as Director – Sales & Marketing at St. Jude Medical, where he was responsible for driving growth and leading business teams across South Asia.

In his current role as a corporate trainer, consultant, and coach, he partners with organizations to strengthen Key Account Management, sales effectiveness, customer-centric strategies, and execution excellence. He advises clients ranging from large corporations to family-managed businesses and coaches' leaders and frontline teams to improve revenue growth, profitability, stakeholder engagement, and account expansion.

He has designed and delivered capability-building interventions and consulting engagements for organizations such as Medtronic, HPCL, TCS, Kimberly-Clark, Cisco, Abbott, TTK Pharma, Smiths Medical, Becton Dickinson, ST Telemedia Global Data Centres, Ugam, Volvo-Eicher, MG Motors, Ipca, Kotak, Tata AIA, Motilal Oswal, Peerless, Rishabh Group, and mjunction, among others. Through his programs, he helps teams build stronger customer conversations, sharper account plans, and measurable business outcomes.



**Prof. Ramu Shankarrao**

Professor & Corporate Trainer

## **CONTACT US**

---

### DUBAI

S P Jain School of Global Management  
Block 5, Dubai International Academic City,  
P. O. Box 502345  
Dubai, UAE

### MUMBAI

S P Jain School of Global Management  
First Floor, Kohinoor City Mall,  
Premier Road, Kurla West, Mumbai, 400070

### SINGAPORE

S P Jain School of Global Management  
10, Hyderabad Road, Singapore 119579

### SYDNEY

S P Jain School of Global Management  
5 FIG Tree Drive, Sydney Olympic Park,  
Sydney, NSW 2127, Australia

## **FOR MORE INFORMATION PLEASE CONTACT:**

---

Irfan Sahid: +91 7738296396  
Email: [Irfan.sahid@spjain.org](mailto:Irfan.sahid@spjain.org)