

Jaipuria Institute of Management, Noida

16TH ANNUAL MARKETING CONCLAVE



From Cold Calls to Customer Journeys:
**RETHINKING THE FUTURE
OF SALES AND
BUSINESS DEVELOPMENT**

20th september 2025, 11 AM to 1 PM

ABOUT THE CONCLAVE

The world of sales is undergoing a radical transformation. What was once an industry driven largely by gut instinct, face-to-face persuasion, and traditional CRM workflows is now being reimagined by artificial intelligence (AI) and other emerging technologies. As businesses integrate advanced AI tools into their customer engagement strategies, the very notion of what it means to be a "great seller" is being redefined. At Marketing Conclave, we delve into this critical inflection point with our theme: "Redefining Sales Talent for the Age of AI." The conclave will explore how tomorrow's sales professionals must evolve to remain relevant, competitive, and irreplaceable in an AI-driven world.

THE AI DISRUPTION IN SALES

Historically, sales teams have lagged behind functions like finance or supply chain when it comes to tech adoption. But generative AI has flipped the script. Tools like Microsoft Viva Sales and Salesforce Einstein GPT are equipping salespeople with intelligent assistants that can write personalized emails, analyze customer interactions, and even suggest next-best actions- reducing administrative burdens and accelerating deal velocity.

Generative AI is no longer a novelty- it has emerged as a core force reshaping how sales teams operate and succeed. As AI-driven tools become more embedded in sales workflows, the very definition of what makes a great seller is evolving. Success in this new era demands more than traditional selling techniques; it requires a shift in mindset, skillset, and strategy. As the AI revolution takes hold, forward-thinking sales leaders are embracing four major shifts in how selling happens- moving from transactional models to intelligent, insight-driven engagement. These changes demand a renewed focus on higher-order capabilities that position sales professionals not just as deal-closers, but as trusted advisors in an increasingly digital world.

The rapid integration of GPT-based AI tools marks a profound shift- not just an evolution in sales technology, but a fundamental restructuring of how sales teams function. Unlike earlier transformations like CRM implementation or marketing automation, generative AI doesn't simply streamline operations- it analyzes, predicts, and collaborates, dramatically altering roles and workflows. And the impact is measurable. According to McKinsey (2025), organizations that adopt AI in sales report revenue uplifts of up to 15% and ROI improvements of up to 20%. ZoomInfo, a leader in AI sales enablement, found that users of its Copilot solution save up to 10 hours per week by automating research and manual tasks. Meanwhile, the emergence of AI Sales Development Representatives (AI SDRs) and intelligent AI agents is already accelerating time-to-market and boosting productivity across early-adopter organizations.



SUB THEME



Skills Needed for Sales and Business Development in the AI Era : As artificial intelligence reshapes the sales landscape, the skillset required for success is undergoing a fundamental shift. While core sales and business development competencies like communication and relationship- building remain essential, today's professionals must also master a new set of digital, analytical, and adaptive skills to stay ahead. Further, this sub- theme will explore the evolving competency framework for sales professionals in the age of intelligent automation. As AI takes over repetitive tasks and delivers deep customer insights, salespeople must adapt by mastering new technical and cognitive skills.



The Rise of the AI-Augmented Sales and Business Development Professionals: As AI automates more of the routine and analytical aspects of sales, it's redefining what human talent needs to bring to the table. In this new paradigm, the most valuable sales professionals are not just effective communicators- they are digitally fluent strategists who can integrate AI capabilities into every client interaction.



The New Sales Talent Imperative: Redefining sales talent in the age of AI calls for a blended approach- where data and empathy, automation and authenticity, and technology and trust coexist. For B2B sales teams aiming to outpace the competition, embracing AI as a colleague, not just a tool, is no longer optional- it's a strategic imperative. And for sales professionals, the path to excellence lies not in resisting change, but in leading it.



Sales is Not Dead. It's Reinvented: With AI handling more of the "science" of sales- forecasting, scoring, analysis- the "art" of sales becomes even more valuable. Salespeople are not being replaced. Instead, their roles are being refocused on what machines cannot do: understanding humans. As a result, sales organizations are redefining hiring criteria, favoring candidates who can navigate complexity, work alongside AI systems, and deliver personalized human experiences in a digital-first world.



Challenges in Sales and Business Development in the AI Era: While artificial intelligence presents exciting opportunities for enhancing sales performance, it also brings a unique set of challenges. Navigating the AI-enabled sales environment requires careful attention to technological, organizational, and human factors.

PROGRAMME SCHEDULE

Time	Event	Description
11.00 AM - 11.20 AM	Inaugural Session	Lightning of the Lamp and Saraswati Vandana Welcome of Guest Dr. Anuja Shukla (Co-Chair - Marketing Conclave) Introduction to theme Dr. Deepak Halan (Chair - Marketing Conclave) Address by Director Dr. Subhajyoti Ray
11.20 AM - 12.30 PM	Panel Discussion	Expert Panel
12.30 PM - 12.50 PM	Question and Answer	Students and Experts
12.50 PM - 1.00 PM	Vote of Thanks	Dr. Aditi Dang (Co-Chair - Marketing Conclave)



SPEAKERS



Mr. Jyotin Bhasin

Vice President - Room Airconditioner
Daikin Airconditioning India Pvt. Ltd.

With over three decades of experience in the consumer durables and air-conditioning industry, Mr. Jyotin Bhasin has emerged as a transformative leader known for his strategic vision, operational excellence, and deep understanding of market dynamics. In his current role as Vice President – Room Air Conditioner Business at Daikin Airconditioning India, he plays a pivotal role in driving growth, innovation, and channel expansion, ensuring that the company remains at the forefront of the industry.

Mr. Bhasin's career has been marked by a series of impactful leadership roles across renowned global brands. At Samsung Electronics, he served as Director – Room Air Conditioners, where he led efforts to strengthen brand positioning and accelerate growth in one of the most competitive segments. At Carrier Midea India, as National Head – E-commerce and Channel Sales, he was instrumental in reshaping the organization's approach, steering a shift from B2B to retail while overseeing pan-India sales, marketing, and channel development initiatives. His tenure at LG Electronics as National Product Head – Institutional and B2B Sales further underscored his ability to manage complex projects and diverse teams; under his leadership, the organization secured major contracts, including landmark deals with corporates and government institutions.

His journey began with Carrier Aircon and Fedders International, where he honed his skills in sales and service, quickly rising through leadership ranks. Across roles, Mr. Bhasin has consistently delivered results by aligning business objectives with market needs, driving profitability, and fostering cross-functional collaboration.

Yet, beyond the boardroom and strategy meetings, Mr. Bhasin's story is also one of personal discipline and perseverance. A passionate fitness enthusiast and avid long-distance runner, he has completed multiple marathons and endurance races, often balancing rigorous training with demanding professional commitments. His approach to fitness mirrors his leadership philosophy—one that values resilience, consistency, and long-term growth over short-term gains.

His colleagues often speak of his ability to inspire, not just through business acumen but through his dedication to a balanced lifestyle. By integrating health and well-being into his routine, Mr. Bhasin exemplifies how personal passion and professional purpose can coexist and reinforce each other.

Today, Mr. Jyotin Bhasin stands as a respected figure in the industry—one whose leadership is defined not only by the scale of projects and markets he manages but also by the integrity, focus, and energy with which he leads. His contributions continue to shape the air-conditioning and consumer durables sector in India, while his personal journey serves as a testament to the power of discipline, endurance, and purpose-driven leadership.





Mr. Ambrish Awasthi

Manager, Sales and Operations of Brand Extension
Pernod Ricard India

Mr. Ambrish Awasthi currently leads Sales and Distribution for the Non-Alcoholic portfolio at Pernod Ricard India. He oversees the business operations for extension products such as Jameson Ginger Ale, Absolut Mixers, Jacob's Creek Unvined, and Chivas Luxe Collective Fragrances.

Prior to this role, he headed the Growth function for the IIT JEE category at Unacademy, Bengaluru, where he spearheaded key initiatives including the launch of the Unacademy National Scholarship Test (UNSAT).

Earlier in his career, he served as the Client Servicing Head for Honda Motorcycle and Scooter India Pvt. Ltd., playing a pivotal role in launching India's first digital customer loyalty program — Honda Joy Club. He also led impactful trade marketing initiatives like 'Navratna' during his tenure at Airtel.

With over a decade of experience, Mr. Ambrish Awasthi brings proven expertise in sales and distribution, go-to-market strategy, category management, P&L ownership, and customer engagement. He has consistently demonstrated a strong ability to scale businesses, drive profitability, and lead high-performing teams.



Ms. Surbhi Sabharwal

Territory Sales Manager
Red Bull India Private Limited

Ms. Surbhi Sabharwal is currently working as a Territory Sales Manager at Red Bull India, where she is responsible for driving sales growth, distribution, and brand visibility across Delhi. In this role, she manages market development initiatives, strengthens channel relationships, and ensures effective execution of brand strategies at the ground level.

She has over 4 years of experience in sales, distribution, and marketing across FMCG, beverages, and hospitality industries. Prior to joining Red Bull, she worked with Dabur India Limited for more than three years, beginning as an Officer Trainee and later as a Territory Development Executive – HoReCa. At Dabur, she successfully managed the HoReCa channel, built strong partnerships with hotels, restaurants, and caterers, and drove business expansion through structured account management and market development initiatives.

Earlier in her career, Ms. Sabharwal gained valuable exposure through marketing and analytics internships. As a Social Media Analyst Intern at DatalQ School of Analysis, she worked on digital engagement and consumer insights. She also served as a Marketing Intern at Imperfecto Restaurants, where she executed on-ground brand promotions, and as an Intern at Swiggy Dineout, where she contributed to customer engagement and business development activities in the hospitality-tech sector.

With her strong foundation in territory management, channel sales, HoReCa development, and marketing strategies, Ms. Surbhi Sabharwal brings a proven ability to scale markets, strengthen brand presence, and deliver consistent business growth.



Mr. Bhavya H

Alumni

Bhavya Hasija is a results-driven professional with over 5 years of experience in Sales Strategy, Channel Development, and Key Account Management across FMCG and Automobile industries. He has successfully managed omnichannel distribution (GT, MT, and E-commerce),

Currently working as Regional SNP Manager at Maruti Suzuki for Delhi & NCR. His Core Expertise includes Sales Growth & Channel Expansion, Customer Excellence and Data Analytics & Strategy.

Conclave Chair

Dr. Deepak Halan

Area Chair Marketing

Dr. Deepak Halan is Professor and Area Chair, Marketing at Jaipuria Institute of Management, Noida, India and earned his PhD in online retail. His research interest areas also include green marketing. Dr. Halan has more than 29 years of experience across academics and industry. His 17 years of industry experience spans firms like IMG/TWI (the world's largest sports and entertainment group), HCL Infosystems (India's premier IT company), and IDC India (a global provider of market intelligence & advisory services), amongst others. His last industry job was as Group

Business Director with IMRB (part of the KANTAR Group that provides research expertise in over a hundred countries worldwide). Dr. Halan's research has been published in reputable international journals such as the International Journal of Retail & Distribution Management (A), International Development and Learning in Organizations and Journal of Business and Globalisation. He has presented papers at international and national conferences, published articles in well-known newspapers & magazines, as well as book chapters.

Conclave Co-Chair

Dr. Aditi Dang

Dr. Aditi Dang is Assistant Professor at Jaipuria Institute of Management, Noida. She pursued her Ph.D. in Services Marketing from the School of Management Studies, University of Hyderabad. Her research interests include value chain analysis, customer engagement and experience, and employee engagement and experience. She has 9 years of experience in teaching and research. Her research articles have been published in reputable journals like Asia Pacific Journal of Tourism Research (A), The International Journal of Management Education (C,

Q1), Book chapter in Springer Proceedings (Q1). She has presented her research work at esteemed national and international conferences. She has been associated with management institutes of eminence like - Dr. D Y Patil B-School, Pune; NMIMS, Mumbai; Woxsen University Hyderabad. She is the recipient of Faculty Excellence Awards for teaching and mentoring students. She has vast experience in conducting training programs on research for students and faculty members for Advanced Excel, SPSS, and Meta Analysis.

Conclave Co-Chair

Dr. Anuja Shukla

Prof. Anuja Shukla is Associate Professor at Jaipuria Institute of Management, Noida. She is United Nations Speaker on Responsible AI in Education. She is the recipient of the President Medal and the Director Medal. She has over 14 years of experience and over 30 paper publications. Her research articles have been published in the International Journal of Information Management (A*), Journal of Retailing and consumer services (A), Psychology and Marketing (A), Journal of Innovation & Knowledge (A), VISION (C), and FIIB (ABS 1). She has won best research paper awards at FMS, Symbiosis, and Amity. She is a management Guru and has trained Top level

Managers/ CEO's/ CTO's and VP's in Strategy building. She has taught students from international universities such as Deakin University (Australia), Liverpool John Mores University (UK) and Golden Gate University (USA). She is affiliated as a Thesis Supervisor with Swiss School of Business Management, Switzerland. She is the author of the book "Agile Research", a comprehensive guide that has been instrumental in shaping the research endeavors of students and professionals. Her areas of research interest include Gen Ai, Robotics, Consumer Behavior, M- commerce, AR/VR, NLP, Metaverse, Smart Voice Assistants, Generative AI and next-gen technology.

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ABOUT JAIPURIA INSTITUTE OF MANAGEMENT NOIDA

Jaipuria Institute of Management, Noida was established in 2004. This top ranked B-School situated in the heart of the corporate hub of the NCR region provides students with wide exposure to industries. Led by Dr. Shubhajyoti Ray with a strong team of full-time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Jaipuria Noida offers AICTE approved, AIU recognized Post Graduate Diploma in Management

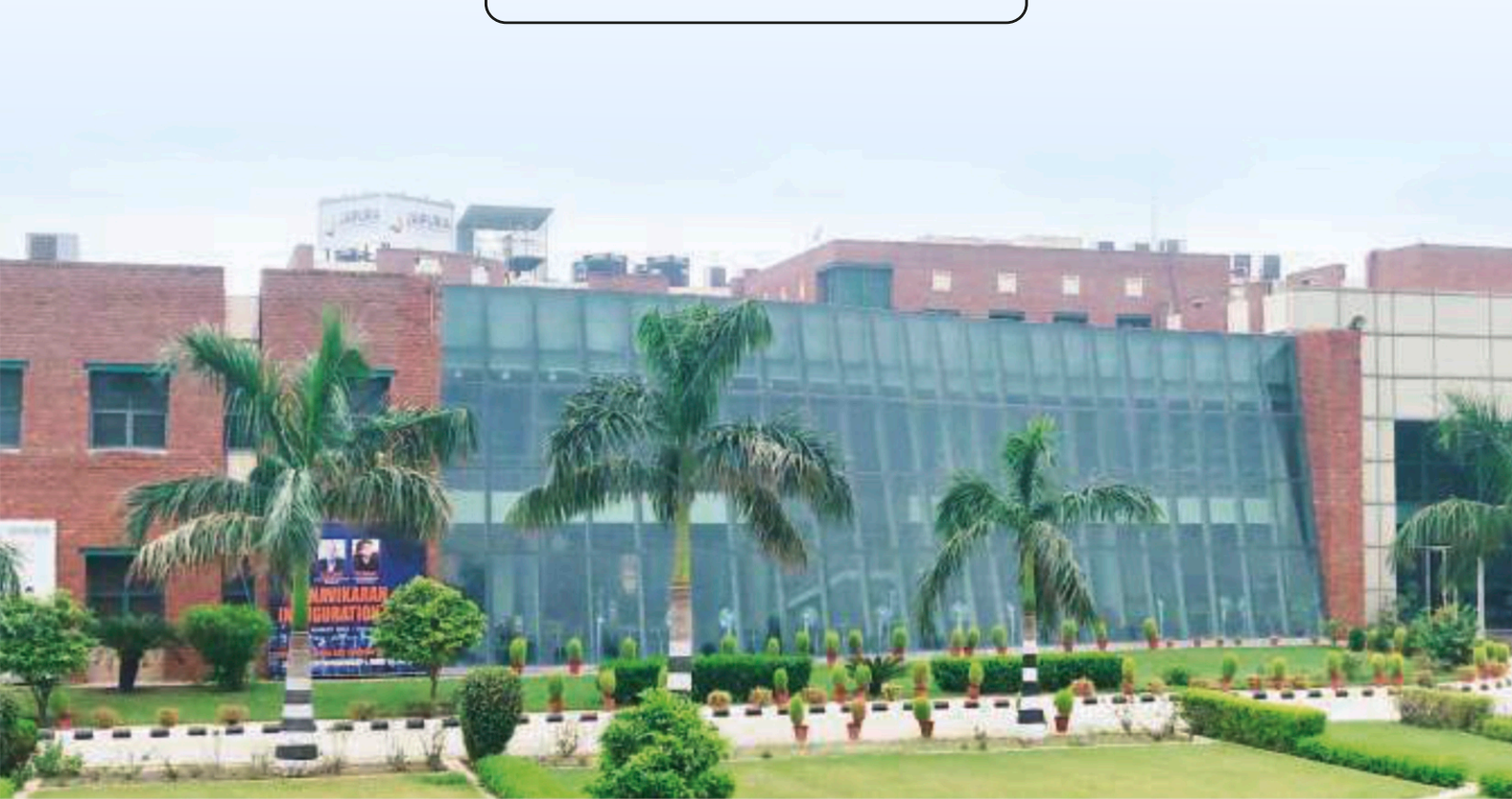
Programmes that is as equivalent to MBA; PGDM, PGDM (Service Management), PGDM (Marketing) and Doctoral level, fellow program in Management (FPM). The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the classroom learning through live projects, field project studies and regular industry interface.



RANKING AND ACCREDITATIONS



41st Amongst all Management Institutes
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