



**Presidential**  
GRADUATE SCHOOL



# PRESIDENTIAL **SALES** CONQUEROR-2024

**NATIONAL LEVEL SALES COMPETITION**



For More Info:



Programs we offer:

**BBA | MBA | MBA-IT | MBA-Data Analytics | BScIT | MScIT**



## Event Overview

Embarking on its highly anticipated 2nd edition, the National Level Sales Competition, “Sales Conqueror,” is set to ignite the competitive spirit among Bachelor’s level students from across the nation. Building upon the resounding success of its inaugural edition, this event provides an unparalleled platform for budding sales enthusiasts to showcase their prowess in the art of selling.

Sales Conqueror is a unique opportunity for Bachelor’s level students to go head-to-head with peers from various corners of the country. As they compete in this fierce battle of salesmanship, participants will be challenged to demonstrate their strategic thinking, persuasive communication, and innovative approaches to clinching victory.

## Sales in the Modern day

In today’s dynamic business landscape, sales play a pivotal role as the driving force behind economic growth and corporate success. The ability to sell effectively is not only a valuable skill but a necessity in a world where markets are fiercely competitive and consumer preferences are ever-evolving. Participating in a national-level sales competition like Sales Conqueror becomes increasingly important for students as it provides a hands-on platform to cultivate and showcase their sales acumen. In addition to refining essential communication and negotiation skills, students gain exposure to real-world business challenges and industry insights. The experience garnered from such competitions not only enhances their academic learning but also positions them as proactive, adaptable professionals well-equipped to navigate the complexities of the contemporary business environment. By engaging in Sales Conqueror, students are not just honing their capabilities; they are investing in their future roles as leaders in the dynamic world of sales and contributing to the overall vitality of the global economy.

# The Rationale:

- **Changing Buyer Behavior:** The digital age has transformed the way buyers research and make purchasing decisions. Sales teams must adapt to the evolving preferences and behaviours of tech-savvy customers who are increasingly independent in their information gathering.
- **Increased Competition:** Globalization and technological advancements have led to intensified market competition. Sales teams need to differentiate their offerings effectively and demonstrate unique value propositions to stand out in crowded marketplaces.
- **Technological Complexity:** While technology offers powerful tools for sales, navigating the complexity of various sales technologies can be challenging. Integrating and optimizing CRM systems, automation tools, and analytics platforms requires continuous adaptation and expertise.
- **Remote Selling Challenges:** The shift to remote work, accelerated by the COVID-19 pandemic, has altered traditional sales dynamics. Sales teams must master virtual communication, overcome digital fatigue, and build relationships without face-to-face interactions.
- **Data Privacy and Compliance:** With increasing emphasis on data privacy regulations, sales teams must navigate a landscape where collecting, storing, and utilizing customer data comes with stringent compliance requirements.
- **Shortened Attention Spans:** In a world bombarded with information, capturing and maintaining the attention of potential clients has become increasingly challenging. Sales teams need to deliver concise and compelling messages to engage prospects effectively.
- **Educated Buyers:** Buyers are more informed than ever before, often conducting extensive research before engaging with sales representatives. Sales teams must position themselves as knowledgeable advisors rather than mere information providers.
- **Adapting to Hybrid Sales Models:** The blending of in-person and virtual sales models requires sales teams to navigate the challenges of seamlessly integrating both approaches. Finding the right balance between digital and traditional methods is crucial for success.
- **Economic Uncertainty:** Economic fluctuations and uncertainties impact purchasing decisions. Sales teams must be agile in adapting their strategies to navigate economic challenges and align their offerings with changing market conditions.

## Event Highlights:



### National Stage:

The competition transcends regional boundaries, bringing together students from diverse backgrounds to compete on a national scale. This creates a dynamic environment, fostering collaboration and healthy competition.



### Real-world Challenges:

Sales Conqueror introduces participants to real-world sales scenarios, allowing them to apply classroom knowledge to practical situations. This hands-on experience is invaluable for honing skills essential for a successful career in sales.



### **Industry-Expert Judging Panel:**

Renowned professionals from the sales and marketing industry will constitute the judging panel. Their expertise ensures that the evaluation is not only fair but also provides valuable insights for participants to enhance their skills.



### **Networking Opportunities:**

Beyond the competition, Sales Conqueror provides a platform for participants to network with industry leaders, fellow competitors, and potential employers. The event serves as a bridge between academia and the professional world.



### **Career Advancement:**

Winning Sales Conqueror not only earns participants accolades but also opens doors to potential internships, job opportunities, and mentorship programs with leading organizations.

## **Date, Time, & Event Format**

### **Round 1:**

Registration Deadline: 2<sup>nd</sup> May  
Video Submission Deadline: 15<sup>th</sup> May

Video should be of **120 seconds** duration on the given topic.

### **Round 1 Result Announcement: 20<sup>th</sup> May**

Judging panel to evaluate and select the **top 15 participants** from the submission and the selected candidates to be invited for the Grand Finale

### **Round 2 Finale: 31<sup>st</sup> May - 1<sup>st</sup> Jun**

**31<sup>st</sup> May:** Orientation and Full-day training on sales topics along with hands-on tasks and activities

**1<sup>st</sup> Jun:** Final pitching (on-the-spot product announcement)

Jury to consist of (**Representative from NEPAL TELECOM -PGS - Ascendify - Sales heads**)

**Invitation only guests to be invited from esteemed corporates of Nepal.**



# Organizer Information:

## Presidential Graduate School

Based in Thapagaun, New Baneshwor, Kathmandu, the Presidential Graduate School (PGS) has stood tall as an educational cornerstone since its establishment in 2011 AD. Aligned with the vision of becoming a beacon of quality education in Nepal, PGS proudly holds affiliation with Westcliff University, USA.

Distinguished by its commitment to a holistic learning journey, PGS goes beyond traditional classrooms, offering students a rich tapestry of experiences both inside and outside academic settings.

One such standout highlight is the Sales Conqueror event, a testament to PGS's dedication to providing an all-around and robust education. Sales Conqueror, a unique competition, unfolds in two dynamic rounds, merging virtual challenges with live assessments during the National Finals held in the lively city of Kathmandu. This distinctive format ensures a thorough evaluation of participants' skills, creating a blend of academic prowess and practical excellence. Beyond the competitive spirit, Sales Conqueror serves as a nexus for networking and career advancement. This event not only nurtures academic and professional growth but also opens doors for aspiring sales professionals to explore new opportunities on their career journey. At PGS, we believe in creating an educational environment that goes beyond textbooks, shaping capable individuals poised for success.



# Event Consultant:

## Ascendify Management

Ascendify, a leading sales consulting company, takes pride in its commitment to enhancing sales skills and knowledge. The “Sales Conqueror” event, was envisioned with a mission to make sales education more inclusive and cross-functional, acknowledging its universal relevance. Recognizing the increasing importance of sales skills in the upcoming generation, our goal is to establish a platform where sales enthusiasts and individuals from all walks of life can converge. Sales Conqueror aims to provide an opportunity for participants to not only learn and apply sales techniques but also to witness firsthand how sales intricately intertwine with our daily lives.

Through this event, Ascendify endeavours to foster a community of individuals passionate about sales, creating an environment conducive to learning, application, and observation of the profound impact of sales in diverse scenarios.



# Previous Event Overview (2021 event: Participants, Reach & Winners)



Registered Participants:

**2500**  
individuals



Event Coverage and Reach:

**10 Lakh+**  
Individual Audiences

Affiliated to  
**WESTCLIFF UNIVERSITY**  
California, USA westcliff.edu

Accredited by  
**ACBSP** GLOBAL BUSINESS ACCREDITATION  
**WISC** Senior College and University Commission

**PBS**  
**SALES CONQUEROR**  
First Ever National Level Sales Competition

In collaboration with **ascen:ifly**

*Congratulations*



**WINNER**  
Mr. Sanjaya Nepal  
NATHM



**RUNNER-UP**  
Ms. Riju Bhattarai  
Shreeyantra College

**P** **Presidential**  
**BUSINESS SCHOOL**  
• INSPIRE • INNOVATE • LEAD

School of Business  
**BBA | MBA**

School of Technology  
**BScIT | MScIT**

# Winning Prize

## Winning Prize

**NRS.75,000 Cash Prize**

## Runner Up

**NRS.40,000 Cash Prize**

## Most Popular

**NRS.30,000 Cash Prize**



## Winning Criteria for Most Popular Category

- Like PGS Pages (Facebook, LinkedIn & Instagram)
- Send Round 1 video to PGS with subject line Sales Conqueror\_Participant Full Name among which “Video1” will be uploaded on PGS’s official pages after experts review.
- Get Maximum Likes and Shares on your post and win

**Final winners would be announced based upon jury point system.**

## Contact Information:

### Website link:

<https://presidential.edu.np/sales-conqueror>

### Email:

[sales.conqueror@presidential.edu.np](mailto:sales.conqueror@presidential.edu.np)

### Phone number:

01-5244306, 01-5245006

## Contacts:

Jyotsana KC - 9861281496

Aaship Lama - 9843018012





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