

Report - ICPB Training Program

Date: Wednesday, 10th December 2025 Time: 10:00 AM to 5:00 PM

Venue: Hall iMeet-II, IBIS Hotel, Aerocity, New Delhi

The Indian Convention Promotion Bureau (ICPB) successfully conducted a full-day training program titled "An Exclusive Training Program". The session took place at the IBIS Hotel, Aerocity, New Delhi, and was attended by ICPB members.

Facilitator: Mr. Amit Saroj, Industry Expert from IA Meetings (9810157675) and Member of the ICPB Training Program Committee, led the training session.

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1. Introduction

The ICPB Training Program commenced with a brief self-introduction by the trainer Mr. Amit Saroj of AI Meetings followed by introductions from all participants. The session was designed to revisit fundamental concepts, connect the loose ends of sales and marketing practices in the MICE/PCO domain, and equip participants with practical tools and lead to effective execution.

2. Key Learning Themes

2.1 PCO by Chance? – Understanding the Mindset

- Participants were encouraged to raise reflective questions on their journey as PCOs.
- Discussion on *dopamine addiction* and its parallel with *Newton's Law of Inertia* highlighted how momentum and force influence performance.
- Concepts:
 1. Force = Mass × Acceleration
 2. Momentum = Mass × Velocity
 3. "What you seek is what you eventually achieve."

3. PCO Offerings – Workshop Mode

Participants revisited the **8 PCO offerings**, followed by a discussion on the **core objectives of the Training Program**:

1. Strategic Planning & Bidding Assistance
2. Marketing & Promotion
3. Scientific program Management - speaker + content + review committee +
4. Financial Management & Budgeting - very important and total cost - revenue / sponsorship/ delegate fee/ making it more sustainable.
5. Delegate Management and Experience- where we are responsible for creating the experience, quality & accurate responses - technology makes a difference.
6. Venue Sourcing and Management-
7. Sponsorship and Exhibition Sales
8. On-Site, Management and Operations

Core objectives of the Training Program

1. Lead generation → Execution
 2. Marketing Road Map
 3. Financial Optimization
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4. Source of Leads – Group Activity

Group Activity 1:

Two groups analysed and listed various lead sources as per the below:

GROUP 1:

1. Internet
2. Social Media
3. Contact Associations
4. Reference
5. Database
6. Re- Targeting
7. Newsletter
8. Fais (Trade)
9. Sales Call
10. Afflictions – Domestic / International

GROUP 2

1. ICCA, BLU, ICPB, Tenders, GEM PENTAL, Word Of Mouth, Online Association visits, Previous Clients, Cold Calling.
2. For MICE Hotels
3. Trade Shows, Campaigns, Referrals, Industry Colleagues, Website Offline Sales Calls.
4. PCO
5. Social Media

Further, trainer discussed and shared the leads generating sources as Identified:

1. Research, Dedicated Research, Dedicated Research Team
2. Web Traffic leads – Web-to-Lead Forms
3. Social Media Marketing & Google Ads
4. ICCA Database Leads
5. Referral Leads
6. Networking – Trade Shows, Meetings, Conventions, Events
7. Purchased Databases, Leads
8. Social Listening Platforms (e.g., Meltwater)
9. Tenders & Newspaper Announcements

Lead categories were further classified:

- Raw Leads
 - Pre-qualified Leads
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5. Five-Step Execution Model

1. **Clarity** – Define what needs to be achieved
2. **Alignment** – Sales + Operations coordination
3. **Ownership** – Clear goal ownership
4. **Recording** – Document all actions
5. **Review** – Monitor progress and revise

CRM utilisation was highlighted for tracking actions and targets.

6. Next-Level Selling Techniques

Participants explored self-assessment through the following guiding questions:

- Annual revenue target?
- How Many Leads do I need to Achieve the Revenue Target?
- What is my Average proposal value?
- How many proposals I need to send to get to my Numbers?
- What is my Hit ratio from leads to revenue?

Group Activity 2:

Two teams worked on charts and presented findings based on the above:

GROUP 1

- Annual revenue target? **100 CR**
- How Many Leads do I need to Achieve the Revenue Target? NO OF LEADS: 1845 Leads

○ 10 Lacs – Website SEO	900	12%	108	10.8 Cr
○ 25 Lacs – Website SEO	450	14%	62	15.5 Cr.
○ 1 Cr – Referral and Sales call trade	375	10%	52	52.0 Cr.
○ 2 Cr – Sales Fair	120	12%	12	24.0 Cr.

- What is my Average proposal value? **42 lacs each (converted 1234 leads)**
- How many proposals I need to send to get to my Numbers? **1845 proposal**
- What is my Hit ratio from leads to revenue? **12.5 %**

GROUP 2

- Annual revenue target? - **20-25 cr. 36 cr.**
- How Many Leads do I need to Achieve the Revenue Target? – **1000+**
- What is my Average proposal value? **40 lacs**
- How many proposals I need to send to get to my Numbers? – **1000 then cut and redefined as 350 proposals**
- What is my Hit ratio from leads to revenue? **1:30**

7. Understanding Sales – Science, Math & Art

7.1 What is Selling?

- A transactional process involving product/service exchange.
- Similar to a strategic game (chess).
- A blend of *science* (data), *math* (ratios), and *art* (human connection).

7.2 Types of People justifying their selling skills:

- 80% Actors
- 20% Doers

- 1% Leaders

7.3 Myths of Selling

- No one is a born salesperson.
- Sales do not depend solely on economy.
- Sales is more than a numbers game.

7.4 Levels of Excellence: To excel:

- Love your game and its timing
- It Must Matter to you
- It should Hurt when YOU Lose!
- YOU should have the Drive to Win

7.5 Sales Personas

- **Lions'** vs **Sheep** – cultivating a "killer mindset"
- "Business is like war – stay alert, stay alive."

8. NASDAK – Preparing for Sales - NASDAK Framework:

- Needs, desires & frustrations
- Anticipate What they will questions
- Scripting – Prepare a Script
- Do role play or rehearse the meeting in your mind
- Ask peers / leaders to help you with blind spots
- Killer mindset – Best frame of mind before the meeting

Participants chose one conference from the list below to apply NASDAK:

1. India AI Impact Summit
2. International Conference on Medical Biotechnology
3. National Conference – Indian Psychiatric Society
4. International Conference on Social Sciences & Economics

Group Activity 3: Each group applied the NASDAK method and made presentations.

GROUP 1 Selected to work on India AI Impact Summit made a presentation on India AI Impact Summit and highlighted the following: as per the NASDAK and shared the following key points:

1. Needs & Frustration: Technology Based Events. AI Know logy, Govt Protocols
2. Our Experience in Managing the Govt Event and It Usage Is Our Process/ Referrals
3. Scripting – WIFI Team
4. Role Play – Divide Team
5. Bond spots – AI Not Done Before
6. Killer - We Can Do It

GROUP 2 Selected to work on National Conference – Indian Psychiatric Society made a presentation on National Conference – Indian Psychiatric Society as per the NASDAK and shared the following key points:

1. Need: - Research Similar Projects of the Client
 2. Homework On Past Events of Association
 3. Desire: - Extract Client's Expectation
 4. Frustration: - Short Fall & If Any
 5. Anticipate: - Why We Should? We Go with You. Tell us strengths? Have you worked with our Association or in same city experience, will you bring foreign speakers for highlights, how many non-pharma speakers you can bring Trainer highlighted, what client is looking for from this event, What actually client desire
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9. Manning Process (MAN)

- **Money**
- **Authority**
- **Need**

Used as qualification criteria.

10. Selling Process (ODPEC)

1. **Opening** – Four 20s:
 - a. First 20 sec of appearance
 - b. First 20 sec of speech
 - c. First 20 sec of movement
 - d. First 20 sec of expressions
2. **Developing the Prospect** – Funnel Method
 - a. Open Question 01 Probing Question 02 Closed Question 03
 - b. Open Leading Questions
 - c. Summarising
3. **Proposing a Solution**
 - a. Your proposal should build a reputation of over delivering on your promises
 - b. Make the offer which clients can not refuse
 - c. Features
4. **Eliminating Doubts** – LIST method
 - a. **Handling Objections – LIST**
 - i. Listen
 - ii. Isolate
 - iii. Specific need
 - iv. Take action
5. **Closing**

Trainer showed a presentation on pricing

11. Pricing & Negotiation: Key principles:

- Conviction
- Both Parties need to score in perpetuity
- You can sheet the sheer the sheet 100 times but skin it only once

- Aim for win-win give some take some
- Identify leverage – Leverage decides who Wins – Know your leverage
- Make the client feel they are winning
- Always agree with your customer – I am with you but that's are proposal
- "Do not major in minor things."

The phrase “**Don't major in minor things**” is a well-known quote by **Jim Rohn**, the legendary American entrepreneur, motivational speaker, and business philosopher.

“**Don't major in minor things**” means:

- Don't spend most of your time on things that don't matter.
- Focus on priorities that truly impact your success.
- Avoid distractions and low-value activities.

Mr. Amit Saroj highlighted the well-known and widely referred to book titled “**Secrets of Closing the Sale**” is written by: **Zig Ziglar** - He is one of the most influential authors and trainers in sales, motivation, and personal development. This book is commonly referenced in sales trainings for its practical techniques, scripts, and real-life examples of closing strategies wherein he mentioned about 20 type of closing to focus on easier to sale.

12. Objectives of a Sales Meeting

- Confirm business
- Gather information
- Build relationships

13. Strategic Sales: Account categories:

- Key Accounts
- Niche Accounts
- Key Prospects
- Suspense Accounts

14. Science & Math of Selling

- Momentum = Mass × Velocity
- Increase mass → expand pipeline
- Improve velocity → shorten sales cycle

Key pointers:

- Use common sense of selling
- Sell in adequate volumes sufficient quantities at high enough prices
- There is only on lowest price seller but AI are in business
- Dominate your market not just sell
- Reduce sales cycle duration
- Never lower target, and keep increasing the activity.

15. Types of Customers

- Intelligent

- Arrogant
- Idiosyncratic
- Unpredictable (“Crazy”)

However, there is no perfect customer.

Math of Selling – Explained Key Components of the Math of Selling

1. Data Never Lies: Sales outcomes are predictable when measured. Regular tracking helps refine strategy and improve performance.

2. Hit Ratio (Conversion Ratio)

Hit Ratio = (Number of Deals Closed ÷ Number of Proposals Sent)
 Example: If you close 10 deals out of 50 proposals, your hit ratio is 20%.

3. Average Per Close (Average Deal Value)

Avg. Per Close = Total Revenue ÷ Number of Deals Closed
 This tells you how much revenue you earn on average per successful sale.

4. Number of Leads / PQ (Pre-Qualified) Opportunities

Your pipeline must be larger than your target because every lead doesn't convert. The math helps estimate how many leads you need to hit your revenue goal.

5. Number of BD / Cold Leads

New Business Development (BD) and cold leads expand the top of the funnel. This ensures enough opportunities flow through the pipeline.

16. Social Media Advantage: Participants were asked to assess:

- Daily prospect connects – How many connects of prospects you make daily
 - Weekly meaningful content shared – How much useful contents do you share in a week?
 - What strategies can help you draw more eyeballs than your competitors?
 - Video creation capability – What video contents can you generate and share for your prospects.
 - Lead generation via social platforms
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17. Entrepreneur vs Intrapreneur Mindset

- Growing the organisation as if you own it.
- Limitless opportunity without capital risk.
- Strategic thinking to win.
- Think like and intrapreneur

Entrepreneur or intrapreneur

- You have a stake in the company without Capital or Risk
- There is no limit to what you can earn
- You Grow Company Grows
- Think Like an Intrapreneur
- Strategize to Win

18. Marketing Road Map (Marketing Buckets)

A. Project Marketing

B. PCO Company Marketing

People

- Design resources
- Social media resources
- Integration with research & sales

Process

- Setting objectives
- Channels of marketing
- Responsibility matrix
- Reporting & review mechanism

Structure

- Content creation & approval
- Social media agency
- Trade show participation
- Marketing ideation team

Technology

- CRM systems
- LinkedIn Sales Navigator
- Google/Meta ads
- Lead capture tools
- ROI evaluation
- AI tools (ChatGPT etc)

Budgeting

- First-year financial planning

Group Exercise: Teams prepared marketing structures, channels, technology use, budget allocation, and ROI metrics.

- What will be your Team Structure for the Marketing Engine?
- What are the Channels of Marketing you will use for the first year?
- How will you use Technology to your advantage?
- What is the budget you will set aside for the first year?
- How will you measure the ROI of your marketing plan?

How many leads generated and how many CRM generated and conversion happen

Group Work

Group 1

1. Research
 - Desing
 - Advertising & Social Media
 - Salse & Marketing
2. Social Media
 - ECS AI Sales
3. Automation AI Any AI Tools
4. 5% Of Target Revenue
5. Conversion of Leads/ Expenses

Group 2

1. Social Media, Design / Creative Team Marketing Team & Research Team – Approval of Content (Authenticity)
 2. Tweeter, LinkedIn, Facebook, Using Hashtags, Google Ads, Trade Shows, SEO Promotion, Cold Calling, Web Enquiry Farms.
 3. CRM, Zoho, Mktg Automation tools, Lead Capture Forms.
 4. 3% Of ROI around 2 Cr.
 5. Review meetings, use of latest technologies, Sales Pipeline, CRM AI Tools, Google Analytics.
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19. Financial Optimization Module

RCS Model:

- Revenue
- Cost
- Statutory
- Banking

Financial Tools:

- Daily cashflow report
- Monthly cashflow budget
- Monthly MIS
- Annual budget
- Growth metrics

Strategies:

- Repeat business
 - Enter new segments
 - Increase number of events
 - Increase delegate count
 - Partner with clients
 - Invest in marketing
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20. Goal Setting

Participants revisited:

- Sales revenue targets

- Customer satisfaction goals
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21. Recap Topics

- Types of salespeople
 - NASDAK
 - MAN criteria
 - ODPEC selling process
 - Four 20s
 - LIST objection handling
 - Pricing pointers
 - Hit ratio
 - Strategic account types
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22. Conclusion

The ICPB Training Program concluded on an insightful and highly engaging note. It provided participants a meaningful opportunity to recall concepts, learn advanced sales and marketing techniques, reconnect lingering dots, and convert understanding into execution.


