



Gujarat Technological University

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GTU School of Management Studies

Report on “Expert Session on Demystifying B2B Sales”

1) Title of Event: Expert Session on Demystifying B2B Sales

2) Type of Event: Expert Session

3) Date, Time and Venue:

Date: 13th October 2025

Time: 11:00 AM Onwards

Venue: Chanakya Hall, GTU

4) Description of the Event:

The Expert Session on “Demystifying B2B Sales” aimed to enhance students’ understanding of business-to-business selling, a domain known for its strategic depth, multi-stakeholder decision cycles, and complex value communication. The session was specially curated to provide BBA students with industry-relevant knowledge and practical insights into how B2B markets function in real business environments.

The expert speaker, Mr. Alpesh Patel, brought extensive global experience spanning leadership roles at Salesforce, DocuSign, H1, and as the Founder of GTM Simplified. He initiated the session by breaking down the fundamental differences between B2B and B2C sales, emphasizing the longer sales cycles, higher-value transactions, and the importance of trust, relationship-building, and consultative communication in B2B settings.



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The session concluded with practical guidance on developing essential skills for aspiring sales professionals—such as active listening, logical persuasion, solution-oriented communication, and long-term client relationship management. Students also gained clarity on emerging opportunities in the sales domain, especially in SaaS and enterprise tech markets. Overall, the session provided students with a deeply informative, experience-driven understanding of B2B sales, helping them connect classroom theory with real-world industry expectations

5) List and number of participants:

A total of 70 students from the BBA program attended the session.

6) Geotag Photographs of the Event:





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7) Flyer of the Event:



8) Feedback on the Event:

The session received highly positive feedback from students:

- Students appreciated the speaker's ability to simplify complex B2B sales concepts through real-world examples.
- The interactive nature of the session enabled students to clarify doubts, understand industry expectations, and gain confidence in exploring careers in B2B sales.



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9) Photographs from the Event:





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10) Social Media Post:



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