



ਆਈ. ਕੇ. ਗੁਜਰਾਲ ਪੰਜਾਬ ਟੈਕਨੀਕਲ ਯੂਨੀਵਰਸਿਟੀ ਜਲੰਧਰ, ਕਪੂਰਥਲਾ  
I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA  
Centre for Training and Placement

Ref. No. IKGPTU/T&P/..672.....

Dated. 29/04/2026

**Directors/ Principals**  
**All the University Campuses & it's Affiliated Colleges**  
**I K Gujral Punjab Technical University, Jalandhar**

**Sub: POD Expert Talk: Why Sales is the Best First Job You Can Have.**

**Respected Sir/Madam**

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in **POD Expert Talk: Why Sales is the Best First Job You Can Have.**

This session will be led by **Vaibhav Arora**, a **Regional Sales Enablement Manager-Learning & Development leader** with 16+ years of experience across global organizations like Maersk, FedEx, and Kuehne+Nagel. Having started his journey in frontline sales, Vaibhav brings powerful real-world insights into how sales shapes resilience, communication, and long-term career growth.

**The session details are as below:-**

Topic	:	Why Sales is the Best First Job You Can Have
Mode	:	Virtual / Online
Date	:	05-May-2026 (Tuesday)
Time	:	5:00 PM – 6:00 PM
Course/ Stream	:	B.Tech (All streams), BCA, MCA, and IT/CS
Batch Eligible	:	2026, 2027, 2028 & 2029 passing out

**Why Attend:-**

In today's fast-changing job market, students often focus on roles that appear glamorous, overlooking sales as a starting point. However, sales is one of the few roles that builds core, transferable skills early—making it a strong foundation for any career path. Understanding this can give students a significant edge as they enter the professional world.

**Key Takeaways:**

- **Why sales is a strong starting point** for any career
- **Key skills** you build early in sales
- How to handle **rejection** and **pressure**
- Common myths about **sales careers**
- How **sales experience** helps across roles and industries

**For more details & registration students may register at the link mentioned below:-**

<https://events.pod.ai/pages/webinar/why-sales-is-the-best-first-job-you-can-have>  
**"Propelling Punjab to a prosperous Knowledge Society"**

**I.K. Gujral Punjab Technical University**  
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580  
**E-mail : placements@ptu.ac.in Website : www.ptu.ac.in**

**Please Note:** Certificate of Participation will be provided to attendees who join the full session.

You are requested to kindly direct the Training & Placement Officer/ Faculty Coordinator of your campus/ college to share the information with the concerned students.

**With profound regards,**

  
**Er. Mohit Jain**  
Assistant Registrar (CR&A)

CC:

1. SVC: For kind information of the Hon'ble Vice Chancellor
2. Head (CR&A): For his kind information
3. DR (ITS) - To upload at University website
4. File.