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Sales and Marketing 101 for Entrepreneurs

For more info. & online registrations : www.venturecenter.co.in/eworkshops

Introductory Discounted Fees: Rs 1000 for first 20 registrations

When Saturday, 24 August 2013 | 9am – 6pm

When Training Room, Venture Center

Learn This crash-course in Sales and Marketing is will help entrepreneurs and startup CEOs develop a sales and marketing mindset and create a strong value proposition for their product. It will expose them to key ingredients of marketing plan, sales plan. The entrepreneurs at the end of this course will be able to create go-to-market strategy for their products / services

Participants will learn:

**Building Value Proposition for New Products,
Understanding Adoption of new Products, Key aspects of
Marketing Plan - Segmentation, Market-Selection,
Positioning, Pricing, Setting up sales process and
Acquiring selling skills.**

Live Case based Interactive Discussions

For Entrepreneurs, Startup-CEOs, Aspiring
Entrepreneurs, Innovators

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