



**1 –Day Hands-on Workshop on
Marketing & Sales for Entrepreneurs**

Learn	<ul style="list-style-type: none"> • How to define markets, market segments, identify customers, understand pricing • How to package & communicate value in your products or services, how to do a sales pitch • Negotiations, closing a deal, how to keep & grow customers 								
For whom	<ul style="list-style-type: none"> • Budding and new entrepreneurs, business people • Micro-Small-Medium Enterprises (MSME) • Students with an interest in starting a venture or pursuing a career in marketing & sales 								
When	Saturday, 9 February 2013 9am – 5.45pm								
Where	Training Room, Venture Center 100 NCL Innovation Park Dr. Homi Bhabha Road, Pune-411008								
Contact	Miss. Lipika Biswas 100, NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008 Phone: +91-20- 25865877 / 64011023 Email: eventsdesk@venturecenter.co.in Website: www.venturecenter.co.in/eworkshops								
Cost	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>Medium and large enterprises</td> <td style="text-align: right;">4,000</td> </tr> <tr> <td>Individuals, MSME</td> <td style="text-align: right;">2,000</td> </tr> <tr> <td>Non-profits, academic institutions</td> <td style="text-align: right;">1,500</td> </tr> <tr> <td>Students with valid ID cards</td> <td style="text-align: right;">900</td> </tr> </table> <p>(30 seats only, first-come-first-serve)</p>	Medium and large enterprises	4,000	Individuals, MSME	2,000	Non-profits, academic institutions	1,500	Students with valid ID cards	900
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Organizers	Venture Center & Eha Management Consultancy, Pune								

OBJECTIVE

The objective of this workshop is to learn:

- How to define markets, market segments, identify customers, understand pricing
- How to package & communicate value in your products or services, how to do a sales pitch
- Negotiations, closing a deal, how to keep & grow customers

WORKSHOP INCLUDES



Workshop includes:

- Presentation handouts with exercises (50-100 pages)
- Lunch & tea, coffee
- Free reference access to Venture Center Library
- Certificate of Participation
- Restricted website for participants including presentations, useful links to a selection of documents & videos

WORKSHOP SESSIONS

Timing	Session title	Duration (Minutes)	Speakers
0900-0915	Registration	15	-
0915- 0930	Welcome & introduction to the workshop, organizers, faculty, participants	15	Dr. Premnath, Veena, Dr. Sunil, & Sachin
0930-1100	Session 1: Introduction to marketing, market definitions, segments, understanding customers	90	Dr. Sunil, & Sachin
1100-1115	Tea break		-
	Session 2: How to package & communicate value in your products, services, marketing collaterals	120	Dr. Sunil, & Sachin
1315-1400	Group photograph and lunch break		-
1400-1530	Session 3: Sales, how to do a sales pitch, negotiations, closing the deal; pre-sales	90	Dr. Sunil, & Sachin
1530-1545	Tea break		-
1545-1745	Session 4: Post-sales, how to keep and grow customers, Troubleshooting & marketing plan	120	Dr. Sunil, & Sachin
1745-1800	Workshop conclusion, feedback, & certificates	30	Dr. Sunil, Sachin, & Veena

SPEAKERS (Alphabetical order of surname)

 <p>Sachin Bhide</p>	<p>Sachin is a Chief Management Consultant and founder at Eha Management Consultancy. Sachin consults clients on general and strategy management and marketing since 2009. Sachin has received excellent Corporate Trainer award. Sachin has award winning work experience in industries like Technical Communication, Information Technology, Banking, and Education for 8 years. Sachin is a founder of Business Book Readers' Club in Pune. Sachin is an award winning speaker. Sachin had received Best Speaker and Best Table Topic Speaker award at Toastmaster club in California, USA. Sachin has done masters in business administration and commerce, recently submitted PhD thesis.</p>
 <p>Sunil Ghokale</p>	<p>Sunil has a rare combination of legal, media, and science background. Sunil is expert in business law, life sciences, intellectual property, and cyber laws. For more than 15 years Sunil worked in as a technical writer and contributed to Marathi, English press. Sunil also teaches media and communication at leading academic institutions.</p>

ABOUT THE ORGANIZERS

	<p>Entrepreneurship Development Center (Venture Center) – a CSIR initiative – is a Section 25 company hosted by the National Chemical Laboratory, Pune. Venture Center strives to nucleate and nurture technology and knowledge-based enterprises by leveraging the scientific and engineering competencies of the institutions in the Pune region in India. The Venture Center is a technology business incubator supported by the Department of Science & Technology's National Science & Technology Entrepreneurship Development Board (DST-NSTEDB). Venture Center's focuses on technology enterprises offering products and services exploiting scientific expertise in the areas of materials, chemicals and biological sciences & engineering.</p> <p>For more information, visit http://www.venturecenter.co.in/</p>
	<p>Eha Management Consultancy provides management consulting services in General, strategy, and marketing management. Details available at http://www.ehamanagementconsultancy.com</p>