

Sales & Marketing 101 for Entrepreneurs

Feedback Analysis

Aug 24, 2013

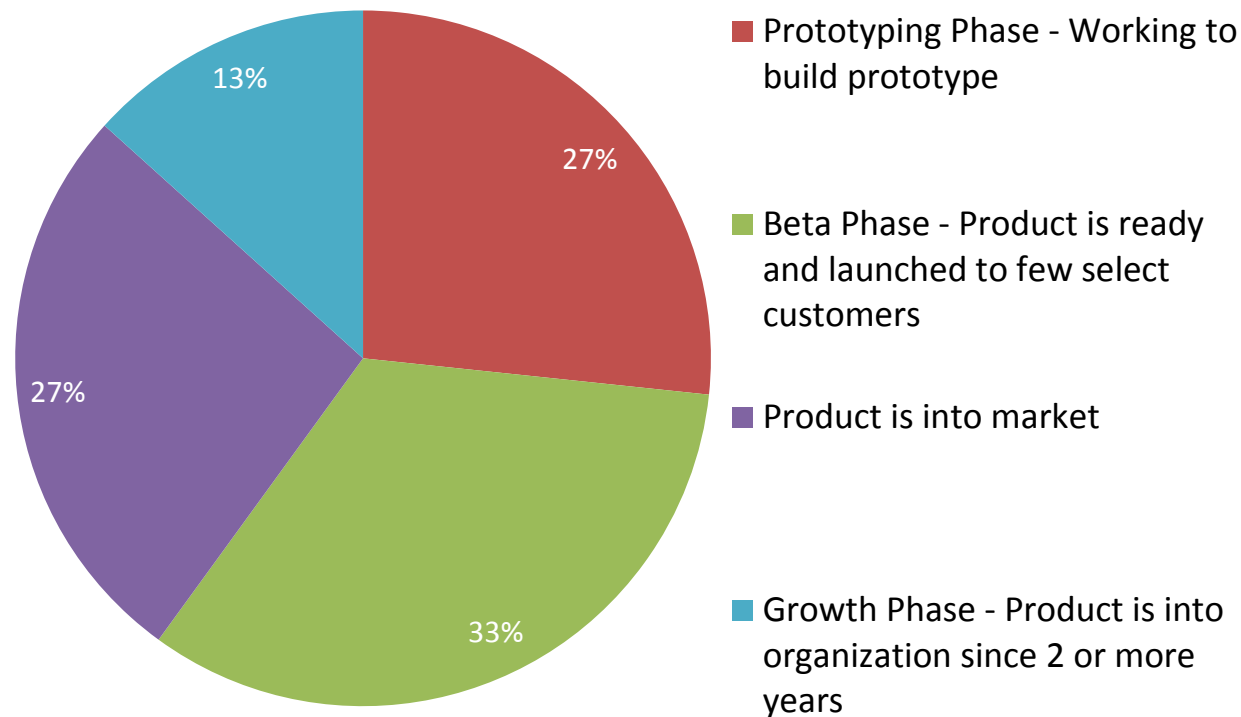
Dhiraj Khot

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22 Participants attended Workshop

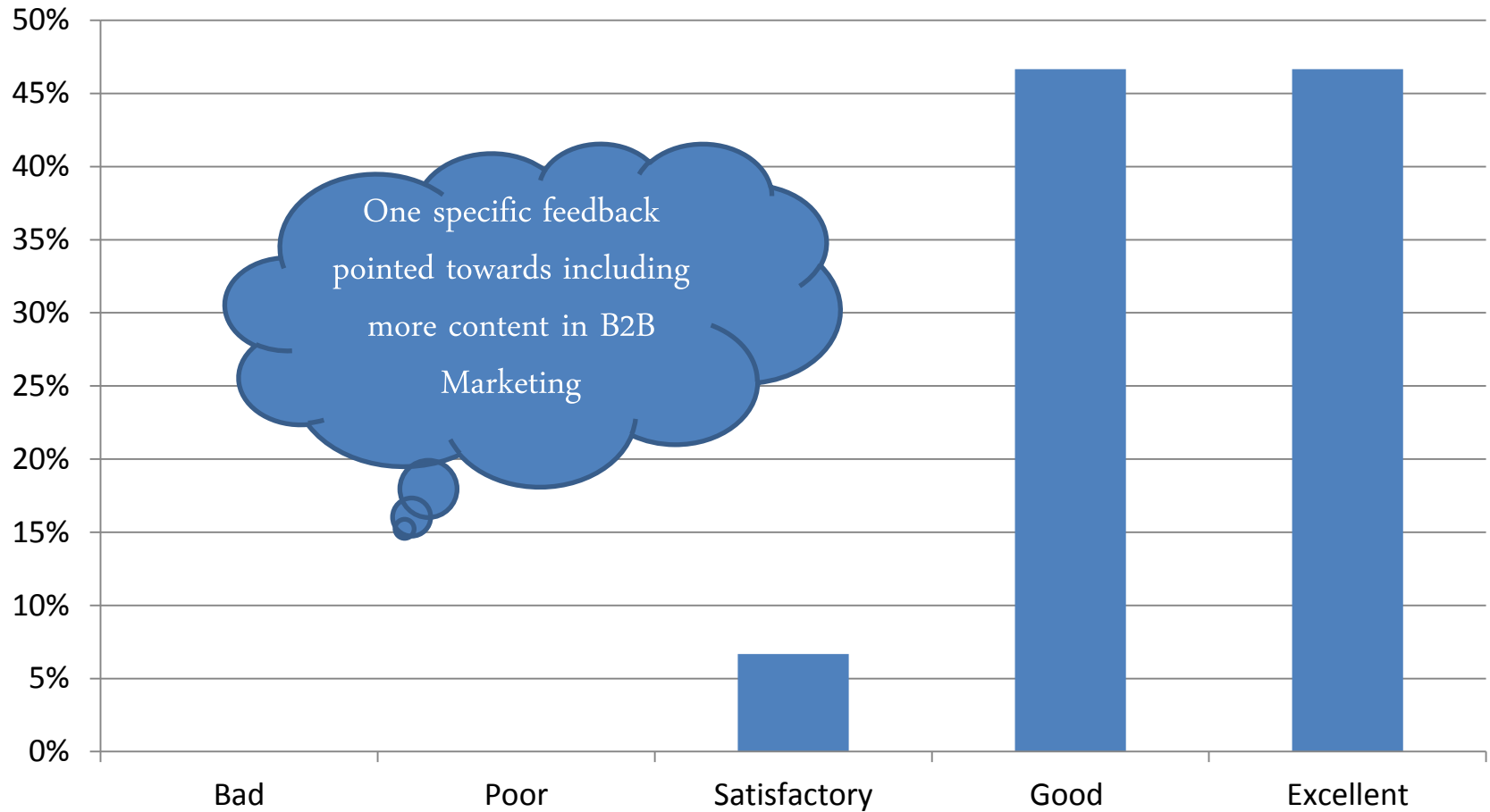
Participant Profile



Feedback collected and analyzed for 15 participants.

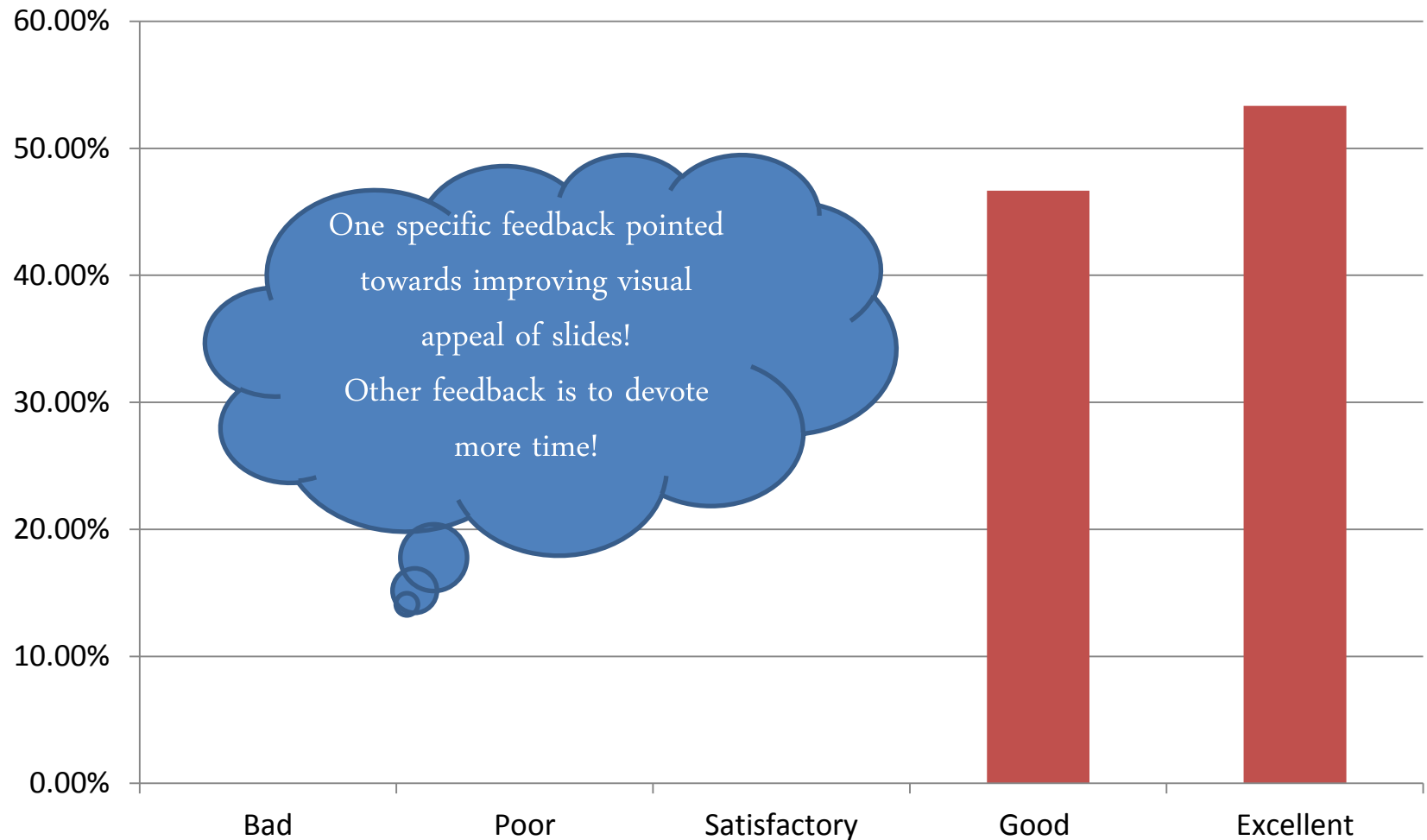
93% Participants found content to be Excellent or Good

Feedback on Workshop Content



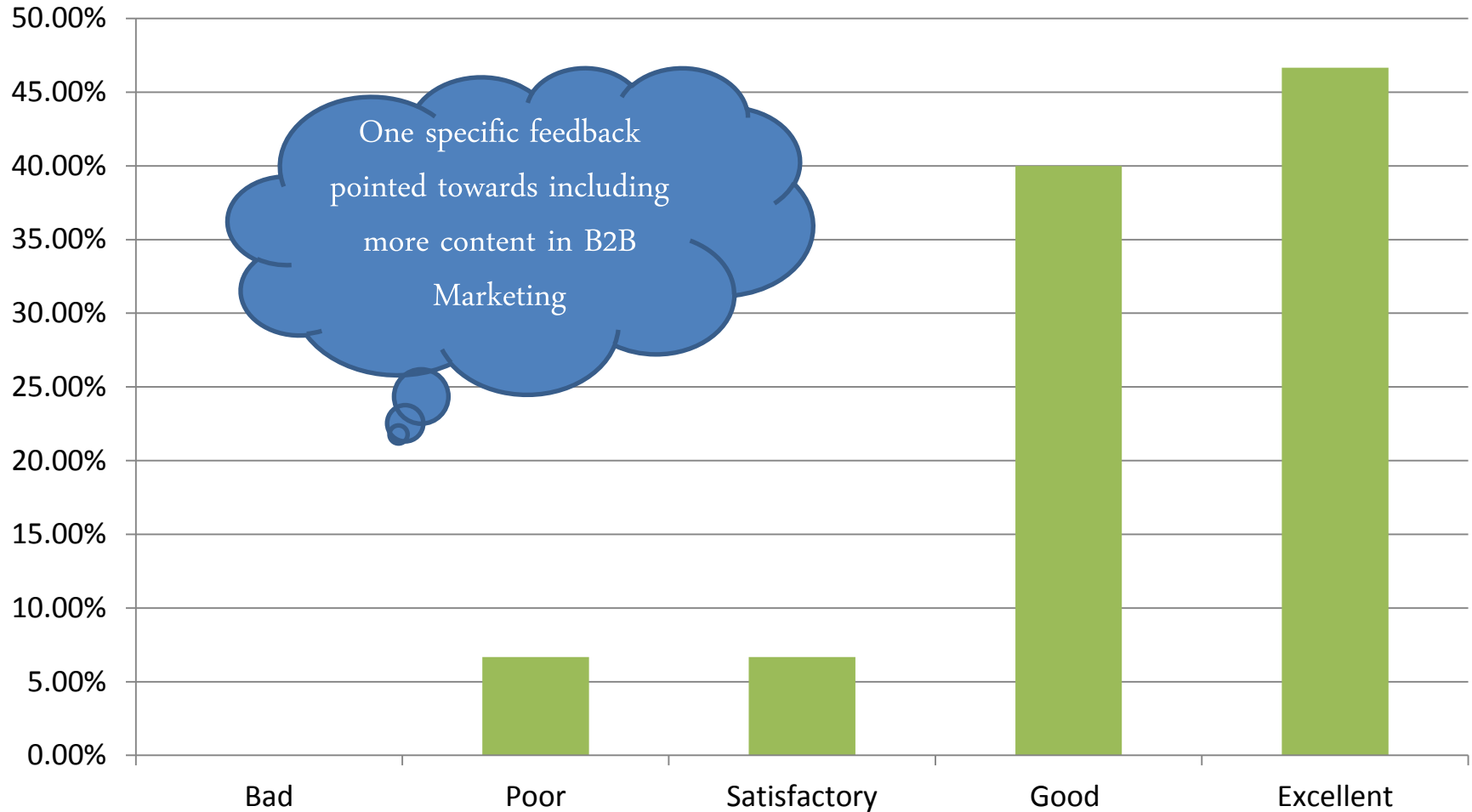
100% Participants found delivery either Excellent or Good!

Feedback on Workshop Delivery



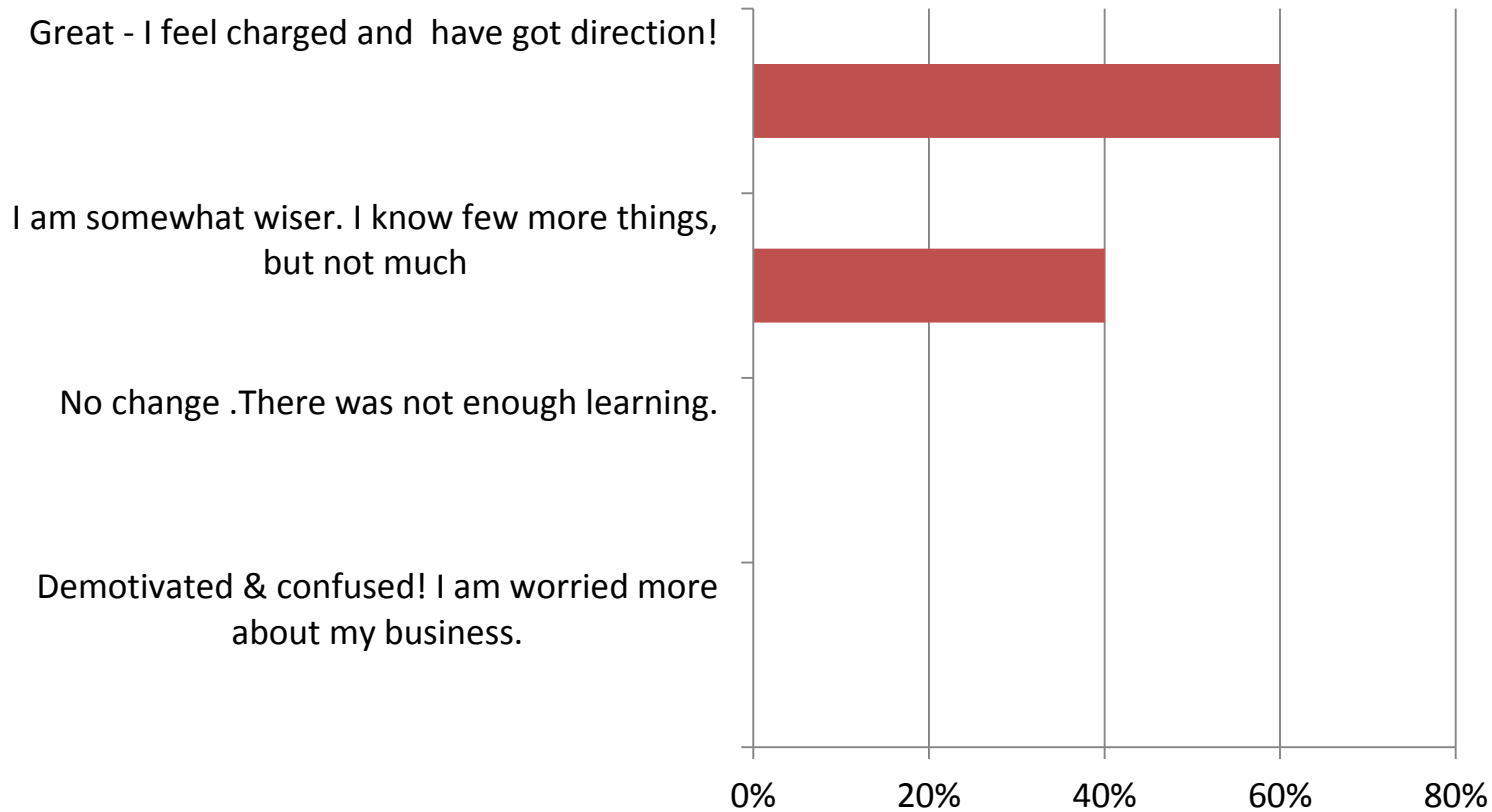
86% Participants could relate workshop content to their business!

Feedback on Applicability to your Business Scenario



60% Participants felt charged up at the end of workshop!

After this workshop, what is level of increase in confidence?



Key Learning for Participants – as stated in feedback!

- Go to Market Strategy
- Importance of sales and marketing focus for an entrepreneur. Importance of 'systematic' and 'systemic' follow up and persuasion.
- Alternate is competition.
- Approach and Framework of thinking and applying like a sales person.
- Segmentation
- Develop Sales & Marketing Mindset
- Focus on a single positive minimize the negative.
- Prepare a "positioning statement" and identify not more than 2 key features of your product. Good communication with prospective customers.
- Developing Value Proposition
- Practical tips in cold calling
- Application of concepts

Some Praise for Workshop / Faculty

Must have session for non sales and marketing professionals, it will definitely help you focus on sales and marketing directions .

“Dhiraj can relate to the entrepreneur through his assessment methods. If you are able to identify where exactly you and your product exist in the company life cycle, this training is of great help.”

“For a person coming from academia, this nicely organized workshop gave me a new found appreciation of marketing, the significance of selling & its relation to innovation. It compelled me to think that it is not enough to have an ingenious !dea. It is equally important to be knowledgeable about the importance of the ways of reaching out to the masses & thus create social value out of it. ”

Some Praise for Workshop / Faculty

“Everything was perfect about it, the content the openness of the faculty to take case studies on the run, and flow of the talk.”

“good presentation and effective interaction between faculty and participants”

“Well designed & well planned crash course or workshop. Literally brainwash & during session we ourselves find where it gone wrong & how to improvise in both, product & marketing.”

Some Suggestions

“I feel you can ask people to submit their expectations and business challenges prior. so that you can suggest and comment on those live cases during discussions. ”

“Focus on the timely delivery of the contents as per schedule. When a reasonably holistic theoretical picture has been created, then engage in application through case studies & finally debate. So there is an increasing level of interaction as the session progresses without disturbing the flow of the session.”

“May require to have sessions for longer duration, and post-session review meetings”

“Only constrain of time is the thing, though it is well designed to deliver as much as possible in limited time.”

What Worked!

- Live case studies
- Lot of cases
- Good interaction possible due to limited participants

What didn't work

- Time was short
- Mix of participants at different lifecycles have different needs

NPS: 60%

On a scale of 1 to 10, how likely are you to recommend us to your friends

