

"Sales and Marketing 101 for Entrepreneurs "

Learn	<p>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</p> <p>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.</p>
Organized by	Venture Center - a Technology Business Incubator
For whom	Entrepreneurs, Startup-CEOs, Aspiring entrepreneurs, Innovators Maximum 30 seats; First-come-first-serve.
When	Saturday, 24 August 2013 9am - 6pm
Where	Training Room Venture Center, 100 NCL Innovation Park, Dr. Homi Bhabha Road, Pune-411008
Contact	Ms. Lipika Biswas Phone: 020-25865877 Email: eventsdesk@venturecenter.co.in
Cost	Rs 5000/- per participant Introductory Discounted Fees: Rs 1000 for first 20 registrations. Sponsored by DBT-BIRAC



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Introduction
<p>Overview & Course Objective Sales and Marketing is often over-looked by entrepreneurs, especially technology focussed ones, as they keep engaging themselves more and more in developing product(s). Wearing a sales and marketing hat early on can help entrepreneurs save time, effort and money, usually wasted in iterating product development cycles. Moreover an enterprise funded by customer-money can help entrepreneur not only delay raising funds, but also gives her a valuable negotiation tool during money!</p> <p>Unlike technology, Sales and Marketing is considered to be an art, known to few by many entrepreneurs. Contrary to this belief, Sales & Marketing is a science that can convert ideas into large business opportunities.</p> <p>Key highlights: Exclusive course material including slides Discussions based on case studies Certificate of Participation issued by Venture Center</p>

Time Schedule		
Time	Schedule	
9.00 – 9.30	Registration	
9.30 – 11.00	Introduction to the course and faculty Value Proposition & New Product Adoption along with Case Studies	Dhiraj Khot
11.00 -11.15	Break	
11.15 – 12.15	Difference in Sales & Marketing along with Case Studies	Dhiraj Khot
12.15 – 12.30	Lunch	
12.30 – 2.00	Key Elements of Go-To-Market Strategy along with Case Studies	Dhiraj Khot
2.00 – 3.30	Pricing along with Case Studies	Dhiraj Khot
3.30 – 4.00	Sales Process along with Case Studies	Dhiraj Khot
4.00- 4.15	Break	
4.15 – 5.45	Sales Skills along with Case Studies	Dhiraj Khot
5.45 – 6.15	Get started Closure	Dhiraj Khot



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Anchor Faculty	
Dhiraj Khot	<p>Dhiraj Khot is serial entrepreneur, investor and advisor.</p> <p>Presently, Principal Consultant of Yana Consulting Group, a consulting outfit that he started to help helps companies scale up by addressing their sales & marketing challenges. He is on Board of Directors for three companies, where he plays role of mentor/advisor/co-founder to help them scale up.</p> <p>Prior to this Dhiraj held position of CEO at a BSE listed firm. Earlier, Dhiraj founded and scaled up August Solutions - a software products and services company. As CEO, he created a company with strong board and a sound technical team and rolled out products in enterprise domain and served Fortune 500 companies. Before starting entrepreneurial journey, Dhiraj worked with companies such as Geometric, Trinita and Neilsoft. He worked on several assignments such as turning around dying division, setting up new businesses and doing sales, marketing and consulting in different markets.</p> <p>Dhiraj is hands-on entrepreneur and has domain understanding of several industries including IT, Food & Beverages, Education and Waste Management.</p> <p>As angel investor, he has made two investments - one in social media space and other one in Food industry. As advisor/mentor Dhiraj has closely interacted and influenced more than 100 people who have started their entrepreneurial journey or want to start their own. He has kick-started the Pune Chapter of Startup Leadership Program (not for profit initiative), a cutting edge global training program for startup CEOs. Dhiraj is also a Rotarian and a member of TiE.</p> <p>Dhiraj holds a B.E. (Mechanical) from University of Pune and a MBA from IIT Bombay.</p>



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About the organizers	
The logo for Venture Center, featuring a stylized blue and yellow umbrella icon to the left of the text "VENTURE CENTER" in a blue, sans-serif font.	<p>About Venture Center 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. For more information, visit http://www.venturecenter.co.in</p>