



Institution's Innovation Council.
Dr. B C Roy Engineering College, Durgapur.

- I. **Title of the Event:** Workshop on “Effective Sales and Marketing Strategies for Entrepreneurs/Startups”
- II. **Program Theme:** Mastering Sales and Marketing Strategies for startup success.
- III. **Date& Time:** Tuesday, 25th February, 2025 from 3:30 PM onwards.
- IV. **Event Coordinators:** Dr. Arunava Mookherjee
- V. **Number of Student Participants:** 40
- VI. **Number of Faculty Participants:** 8
- VII. **Number of External Participants, if any:** None
- VIII. **Expenditure Amount, If any:** Rs. 4400
- IX. **Mode of Session delivery:** Hybrid Mode.
- X. **Speaker details, If any (50-100 words):** **Mr. Sumit Mishra is currently the City CEO, Dehradun Cluster, Zomato.** Mr. Mishra joined Zomato in December 2018 as an Account manager. He started his career as Assistant Manager in Ceasefire Industries Pvt. Ltd. where he worked from June 2017 till November 2018. Mr. Mishra has completed his BBA from Dr. B. C. Roy Engineering College, Durgapur, batch (2011 – 2014) and MBA from NIT Durgapur in Marketing, batch (2015 – 2017). He has extensive management experience in the industry of business development. His skill set include Sales and Marketing; Business development & consultancy; Strategic planning and team leadership.
- XI. **Objective of the event (100-150 words):** The objective of the workshop on “Effective Sales and Marketing Strategies for Entrepreneurs/Startups” was to equip students with the essential knowledge, skills, and tools to develop and implement successful sales and marketing strategies that drive business growth. The workshop aims to help budding entrepreneurs and startup founders:
 1. To learn the key principles of sales and marketing and how they impact business success.
 2. To develop strategies to define and reach the right audience effectively.
 3. To learn how to position products/services uniquely to attract and retain customers.

4. To explore techniques for lead generation, customer acquisition, and sales conversion.

XII. Benefit in terms of learning/ Skill/ Knowledge obtained (150-200 words):

Learning Outcomes

- Students gained a comprehensive understanding of sales and marketing fundamentals.
- Learned how to identify target markets and develop customer personas.
- It helped the students to understand the importance of branding, positioning, and competitive analysis.
- Students discovered how to leverage digital marketing, social media, and content marketing.

Skill Development

- The expert trained the students on how to develop sales and marketing plans.
- The students got to learn about social media marketing, and email campaigns.
- They learned to address market challenges and customer objections effectively.
- The students learned how to enhance teamwork and business relationship-building skills.
- The participants also learned about how to improve pitching, negotiation, and customer engagement skills.

Knowledge Enhancement

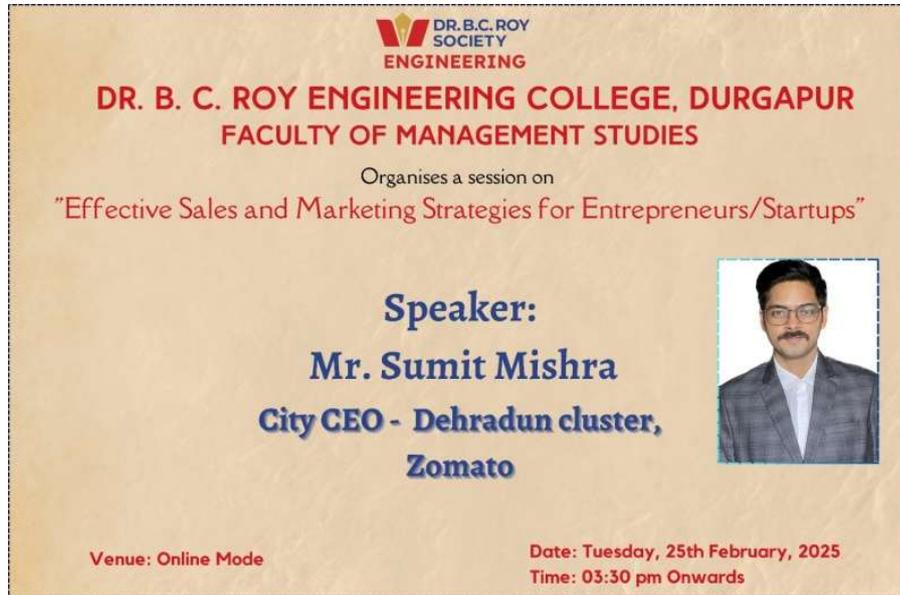
- The students received practical understanding of customer psychology and buying behavior.
- They got knowledge of low-cost and high-impact marketing tactics for startups.
- They received an understanding of modern tools and software for sales automation and digital marketing.
- The workshop helped in understanding of modern tools and software for sales automation and digital marketing.

XIII. Feedback received from the guest/ participants: Participants appreciated the practical insights, real-world case studies, and interactive sessions. They found customer segmentation, digital marketing, and negotiation strategies highly valuable. Overall, the workshop enhanced their understanding of sales funnels, branding, and market positioning, boosting confidence in entrepreneurial marketing. At the end the students were very pleased as the session enhanced their knowledge on how to master the sales and marketing strategies in order to achieve startup success.

XIV. Remarks, if any(50-100 words):

By participating in this workshop, the students gained experience that will definitely enhance their entrepreneurial mindset and prepare them for careers in business, marketing, or startup ventures. The students got an exposure to real-world case studies of successful startups and a practical understanding of customer psychology and buying behavior. The workshop was very effective and a great learning experience for the students who have thoroughly enjoyed the session.

XV. Poster or Banner of the event:



XVI. Photographs (5 (max) for offline or screenshots for online):



Mr. Sumit Mishra Delivering his Session



Students in offline mode being addressed by Prof. Niloy Kumar Bhattacharjee prior to the Session



Participants in the Workshop