



NALLA NARASIMHA REDDY

Education Society's Group of Institutions - Integrated Campus

(UGC AUTONOMOUS INSTITUTION)

INSTITUTION'S INNOVATION COUNCIL

Report of the Session on Effective Sales and Marketing for Entrepreneurs / Startups

Resource Person: **Dr. P. Gopinadh Rao**, Associate Professor, School of Management Sciences, Nalla Narasimha Reddy Education Society's Group of Institutions

DATE: 28-02-2025

TIME: 10:00 AM

VENUE: MBA Seminar Hall, Second Floor

PARTICIPANTS TYPE: Students of II and I year MBA

NO OF PARTICIPANTS: 55

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SCHOOL OF MANAGEMENT SCIENCES

Industry Institution Interaction Cell (IIC) & Institution's Innovation Council (IIC)
Organizes a Workshop on

**Effective Sales and Marketing Strategies for
Entrepreneurs and Startups**
by
Dr. P. Gopinadh Rao
Associate Professor

Date: 28-02-2025 **Venue:** MBA Seminar Hall **Time:** 10:00 AM

Introduction

The session was started with welcome note of Dr. T. Ravindra Reddy, Dean, School of Management Sciences. In his address he stressed the importance of startups and the reasons for failure of startups. Speaker Dr. P. Gopinadh Rao designed this program to equip participants with practical skills and knowledge to enhance their sales and marketing efforts. The session covered key concepts, tools, and best practices essential for business growth and customer acquisition.

Workshop Objectives

- Understand the fundamentals of sales and marketing for startups.
- Learn effective customer acquisition and retention strategies.

- Develop branding and positioning techniques.
- Explore digital marketing strategies for business growth.

Workshop Agenda

Session 1: Understanding Sales and Marketing Fundamentals

- In this session the speaker explained Difference between Sales and Marketing, Importance of a well-defined sales and marketing strategies like, content marketing, social media marketing, email marketing, SEO Marketing, PPC advertising, Influencer marketing, referral marketing and others, Identifying target markets and customer segments like demographics, psychographics, behaviour, geographic factors and the way they influence with examples on each topic.

Session 2: Customer Acquisition and Retention Strategies

- In this session he explained lead generation techniques and the ways to retain the leads, building customer relationships and trust taking the examples of TATA Group the other name for trust. While explaining the importance of customer feedback and engagement he asked the participants to explain the feedback on the products they used and reasons for not mentioning to sales team the feedback and why they left silently

Session 3: Branding and Positioning for Startup

- In this session he explained the importance of differentiation strategies in competitive markets taking examples of popular brands and how they differentiated their products compared with similar products and explained the case studies of successful startup branding

Session 4: Digital Marketing for Business Growth

- Participants actively participated in the session and had a discussion the ways to use social media marketing and content strategies. Speaker explained Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising methods and how the companies using these methods for promoting their products. Participants expressed their doubts in Email marketing and automation tools which was very well answered by speaker.

Session 5: Q&A and Interactive Discussion

- Participants shared their challenges and received expert advice.
- Group discussions and networking opportunities.

Key Takeaways

- The importance of aligning sales and marketing efforts for startup success.
- Effective use of digital marketing tools to reach the right audience.
- The role of storytelling and brand identity in customer engagement.
- Practical sales techniques for lead conversion and retention.

- Networking and collaboration as essential growth strategies.

The session ended at 4:00PM with vote of thanks by class representative. Other faculty from the School were also participated for this session



Dean, SoMS

Convenor, IIC, NNRG