



SARASWATI Education Society's
SARASWATI College of Engineering

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Kharghar, Navi Mumbai - 410 210.

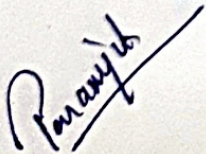
Entrepreneurship Development Cell

Notice

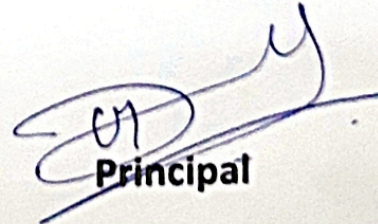
Date: 1/7/2019

All the students are informed that a talk on "Sales strategies for aspiring entrepreneurs" will be organised on 9th July 2019 by the Alumni (Akshay Pingale, BE Mechanical) working in the area of Sales. The different sales strategies and the doubts of the students aspiring for entrepreneurship of management Jobs will be cleared.

The talk will be in Classroom no 108, first floor Mechanical Department 3 to 4.30 pm. The registration link of the same will be circulated in your whatsapp group.



ED cell Head



Principal



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Entrepreneurship Development Cell

Manufacturing and Sales strategies for aspiring entrepreneurs

Speaker: Mr.AkshayPingle

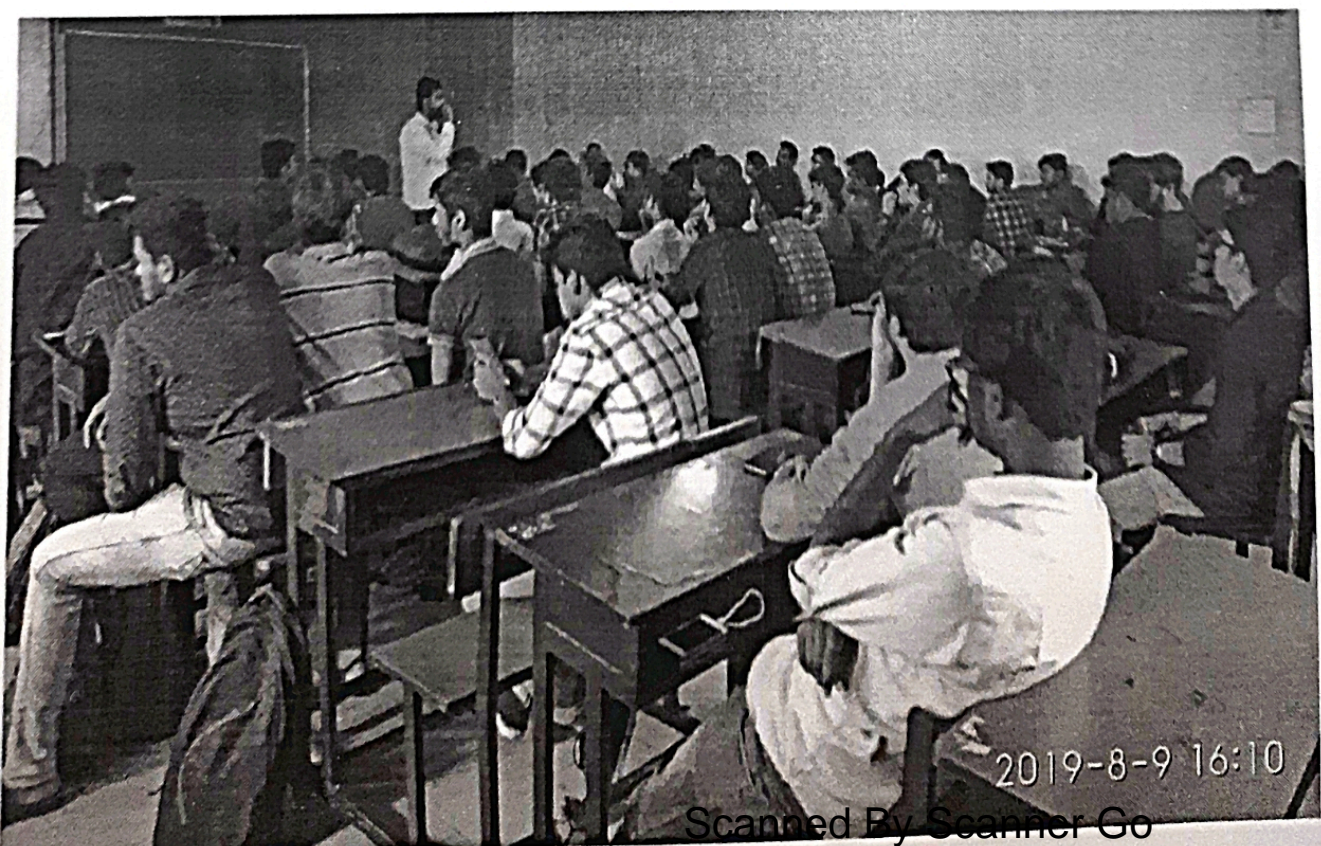
Date: 9th July 2019

Time: 3 to 4.30

Objectives

- To develop and improve sales skill
- To Understand various sales strategies

The session was conducted by AkshayPingle (Artee Flow Controls, Sales Engineer). The students from technical background do lack the experience in sales field which is very much crucial for any kind of Entrepreneur.



Some of the highlights from the session.

- The best sales strategies answer the following three questions:

What are we going to sell?

Who will we sell to?

What methods are we going to use to sell our offering?

- **Inbound sales strategy**

An inbound business sales strategy relies on catering the sales process to buyer actions. It prioritizes customers' interests, pain points, needs, and goals.

Sales reps that use an inbound sales strategy don't try to push prospects to make a decision to purchase. Instead, they focus on creating a personalized sales approach that's tailored to each specific prospect.

- **Outbound sales strategy**

Outbound sales strategies are based on seller actions. It takes advantage of tactics such as cold calling and cold emailing to spread the message about a company's product or service to a large number of people.

If you're using an outbound sales strategy, you're contacting leads instead of having them come to you. This is the main difference between inbound and outbound sales.

The main advantage of an outbound sales strategy is that it provides immediate feedback and results. It's also easier to scale compared to an inbound strategy – once you find what's working, you just reach out to more prospects.

- **Sales Strategy Vs. Marketing Strategy**

While sales strategy and marketing strategy work in unison, it's important to understand the differences between these two strategies. That way, you can create your own strategic sales


planning template. Your marketing strategy outlines how you're going to reach your target audience, including all the ways you're going to promote your offering, as well as how you'll achieve an advantage over your competition.

Your sales strategy, on the other hand, describes how you're going to sell your product or service to your target audience. The purpose of developing successful sales strategies should be to outline the most effective way of converting prospects into customers, as well as describe ways of converting one-time buyers into repeat customers.

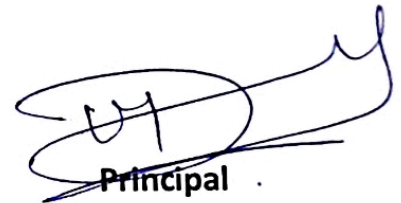
The students were highly motivated by the session.

Outcomes

- Students understood the role of sales in entrepreneurship
- The sales strategies like inbound, outbound, etc were well understood.



ED cell Head



Principal