



REPORT ON
Workshop Report: Effective Sales and Marketing Strategies for
Entrepreneurs and Start-ups

Date: 15th January, 2025

Resource Person:

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Organized by
INSTITUTION INNOVATION COUNCIL
**BHARAT INSTITUTE OF ENGINEERING &
TECHNOLOGY, HYDERABAD**

Workshop Report: Effective Sales and Marketing Strategies for Entrepreneurs and Start-ups

1. Introduction

In the dynamic world of entrepreneurship, having a robust understanding of **sales and marketing strategies** is crucial for any start-up's success. To empower budding entrepreneurs and start-up founders with practical knowledge and proven techniques, a workshop titled **“Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups”** was organized. This interactive and intensive workshop aimed to equip participants with actionable insights, tools, and frameworks to boost business visibility, attract and retain customers, and drive revenue growth.

2. Objectives of the Workshop

The workshop was designed with the following key objectives:

- To educate start-up founders on the importance of sales and marketing alignment.
 - To explore modern and traditional marketing strategies, including digital and content marketing.
 - To teach essential sales techniques, funnel development, and lead conversion.
 - To introduce cost-effective marketing tools suitable for start-ups.
 - To provide practical exercises and case studies for real-world application.
 - To foster a network of early-stage entrepreneurs for knowledge sharing and collaboration.
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3. Target Audience

This workshop was curated for:

- Early-stage and aspiring entrepreneurs
 - Start-up founders and co-founders
 - Business development professionals
 - Marketing and sales executives in start-ups
 - Students interested in entrepreneurship
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4. Workshop Structure and Content

The workshop was conducted over **2** days, with each day dedicated to key focus areas in marketing and sales. The format included keynote sessions, expert talks, group discussions, role plays, and hands-on exercises.

Fundamentals of Sales and Marketing for Start-ups

- **Understanding Sales vs. Marketing:** Roles, functions, and interdependency
 - **Start-up Challenges in Sales and Marketing**
 - **Building a Value Proposition and Unique Selling Point (USP)**
 - **Identifying Target Audience and Market Segmentation**
 - **Activity:** Creating Customer Personas and Value Propositions
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Digital Marketing Essentials

- **Overview of Digital Channels:** SEO, SEM, Social Media, Email Marketing
 - **Branding and Storytelling for Start-ups**
 - **Content Marketing and Influencer Outreach**
 - **Social Media Campaign Planning (Facebook, LinkedIn, Instagram, etc.)**
 - **Free and Paid Marketing Tools for Start-ups**
 - **Activity:** Drafting a Digital Marketing Plan
-

Sales Strategies and Lead Generation

- **Sales Funnel Development:** Awareness, Interest, Decision, Action
 - **Cold Outreach vs. Inbound Sales**
 - **Customer Relationship Management (CRM) Tools**
 - **Handling Sales Objections and Closing Deals**
 - **B2B vs B2C Sales Strategies**
 - **Activity:** Mock Sales Pitches and Objection Handling Role Plays
-

Growth Hacking and Metrics

- **Introduction to Growth Hacking**
 - **Customer Acquisition and Retention Strategies**
 - **KPIs and Metrics for Marketing and Sales**
 - **A/B Testing and Analytics**
 - **Activity:** Designing a Growth Experiment
-

Pitching, Networking, and Funding Insights

- **Developing a Sales and Marketing Pitch Deck**
- **Aligning Sales Strategy with Fundraising**
- **Networking and Building Strategic Partnerships**
- **Final Presentations by Participants**
- **Mentor Feedback and Q&A Session**

5. Key Takeaways

Participants left the workshop with:

- A deeper understanding of aligning product-market fit with sales strategy.
- Practical skills in digital marketing tools and sales techniques.
- Templates and models for buyer personas, funnels, and campaign planning.
- Confidence in pitching and handling client conversations.
- Connections with fellow entrepreneurs and mentors for future collaboration.

6. Participant Feedback

Feedback was overwhelmingly positive. Highlights include:

- **Hands-on exercises** were rated as the most useful component.
- Participants appreciated the **relevance of content** to early-stage business realities.
- The **interactive delivery** and **case study discussions** were widely applauded.

Average participant satisfaction rating: **4.7/5**

Suggestions included requests for:

- More advanced sessions on specific digital marketing channels
- Follow-up webinars for continued mentorship
- More time allocated to hands-on CRM tools

7. Outcomes and Impact

The workshop served as a catalyst for many participants to:

- Redefine their sales strategies and value propositions.

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- Launch or fine-tune their social media marketing campaigns.
 - Implement CRM systems for better lead tracking.
 - Apply growth hacks for early customer acquisition.

Several teams reported **immediate improvements** in client engagement and lead generation within a few weeks of applying the learnings.

8. Conclusion

The **Workshop on Effective Sales and Marketing Strategies for Entrepreneurs/Start-ups** successfully addressed the critical need for practical, relevant, and cost-effective approaches to growing a business in today's competitive environment. It equipped participants with the mindset, tools, and networks necessary to drive sustained growth.

9. Recommendations and Next Steps

- Conduct sector-specific workshops (e.g., HealthTech, EdTech marketing strategies).
- Introduce ongoing mentorship or coaching sessions.
- Create an alumni network or online group for continued peer engagement.
- Publish a toolkit or handbook summarizing the workshop content.

1. About the College:

Bharat Institute of Engineering & Technology (BIET), established in 2001 by Chinta Reddy Madhusudhan Reddy Educational Society (CHMR) under the leadership of Sri Ch. Venugopal Reddy, an eminent educationist with a social conscience and commitment. It has grown in its size and stature over the years, from an initial intake of 240 to 1350 students. BIET is one of the largest Engineering Colleges in Telangana. It offers 10 B.Tech programs, 8 M.Tech programs and 1 MBA program. With consistent and excellent academic performance of students in the University examinations, the Institute has endeared itself to many students and parents. Bharat Institute of Engineering & Technology (BIET) boasts of well experienced and highly qualified faculty, State-of-the-art Infrastructure, regular placements and well equipped laboratories. Bharat Institutions sprawling 120 acres campus with a built-up area of 6,00,000 sq.ft at Mangalpally, Ibrahimpatnam. It is a wholly self-contained campus comprising of everything that students on campus would ever require.



2. Participants: 100 students

3. Photos of the Session





4. Session poster:



BHARAT
INSTITUTE OF ENGINEERING AND TECHNOLOGY
NAAC Accredited, NBA Accredited for UG Programmes: CSE, ECE
Approved by AICTE, New Delhi, Affiliated to JNTUH



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGIES FOR ENTREPRENEUR/ STARTUPS





RESOURCE PERSON
MRS. SUDHA RANI
ASST. PROF. DEPT OF MBA

DATE: 15 TH JANUARY 2025

ORGANISED BY IIC BIET , EEE DEPT

DR PAPIYA DUTTA
IIC PRESIDENT

DR SUBHAJIT AICH,
IIC VICE PRESIDENT.

MR SHUBHADEEP GOSWAMI
CONVENER IIC

DEPT. INCHARGE
DR.CHANDRALEKHA



Entrepreneur

VENUE:212 LAB
TIME : 10:30AM
ONWARDS

5. Attendance Sheet:

S.No	Roll No.	Class	Name	Sign
1	518	CE-A	S. Srinivas	[Signature]
2	519	CE-A	S. Srinivas	[Signature]
3	520	CE-A	S. Srinivas	[Signature]
4	521	CE-A	S. Srinivas	[Signature]
5	522	CE-A	S. Srinivas	[Signature]
6	523	CE-A	S. Srinivas	[Signature]
7	524	CE-A	S. Srinivas	[Signature]
8	525	CE-A	S. Srinivas	[Signature]
9	526	CE-A	S. Srinivas	[Signature]
10	527	CE-A	S. Srinivas	[Signature]
11	528	CE-A	S. Srinivas	[Signature]
12	529	CE-A	S. Srinivas	[Signature]
13	530	CE-A	S. Srinivas	[Signature]
14	531	CE-A	S. Srinivas	[Signature]
15	532	CE-A	S. Srinivas	[Signature]
16	533	CE-A	S. Srinivas	[Signature]
17	534	CE-A	S. Srinivas	[Signature]
18	535	CE-A	S. Srinivas	[Signature]
19	536	CE-A	S. Srinivas	[Signature]
20	537	CE-A	S. Srinivas	[Signature]
21	538	CE-A	S. Srinivas	[Signature]
22	539	CE-A	S. Srinivas	[Signature]
23	540	CE-A	S. Srinivas	[Signature]
24	541	CE-A	S. Srinivas	[Signature]
25	542	CE-A	S. Srinivas	[Signature]
26	543	CE-A	S. Srinivas	[Signature]
27	544	CE-A	S. Srinivas	[Signature]
28	545	CE-A	S. Srinivas	[Signature]
29	546	CE-A	S. Srinivas	[Signature]
30	547	CE-A	S. Srinivas	[Signature]

S.No	Roll No	Class	Name	Sign
01	4100	EE (A)	R. Sai	[Signature]
02	4101	EE (A)	B. Vinod	[Signature]
03	4102	EE (A)	S. Srinivas	[Signature]
04	4103	EE (A)	S. Srinivas	[Signature]
05	4104	EE (A)	S. Srinivas	[Signature]
06	4105	EE (A)	S. Srinivas	[Signature]
07	4106	EE (A)	S. Srinivas	[Signature]
08	4107	EE (A)	S. Srinivas	[Signature]
09	4108	EE (A)	S. Srinivas	[Signature]
10	4109	EE (A)	S. Srinivas	[Signature]
11	4110	EE (A)	S. Srinivas	[Signature]
12	4111	EE (A)	S. Srinivas	[Signature]
13	4112	EE (A)	S. Srinivas	[Signature]
14	4113	EE (A)	S. Srinivas	[Signature]
15	4114	EE (A)	S. Srinivas	[Signature]
16	4115	EE (A)	S. Srinivas	[Signature]
17	4116	EE (A)	S. Srinivas	[Signature]
18	4117	EE (A)	S. Srinivas	[Signature]
19	4118	EE (A)	S. Srinivas	[Signature]
20	4119	EE (A)	S. Srinivas	[Signature]
21	4120	EE (A)	S. Srinivas	[Signature]
22	4121	EE (A)	S. Srinivas	[Signature]
23	4122	EE (A)	S. Srinivas	[Signature]
24	4123	EE (A)	S. Srinivas	[Signature]
25	4124	EE (A)	S. Srinivas	[Signature]
26	4125	EE (A)	S. Srinivas	[Signature]
27	4126	EE (A)	S. Srinivas	[Signature]
28	4127	EE (A)	S. Srinivas	[Signature]
29	4128	EE (A)	S. Srinivas	[Signature]
30	4129	EE (A)	S. Srinivas	[Signature]

SNO	Roll No	Class	Name	Sign
1	569	CSE-C	K. Anush	K. Anush
2	506	CSE-C	G. Anush	G. Anush
3	570	CSE-C	K. Manisha	K. Manisha
4	578	CSE-C	Suffyan	Suffyan
5	573	CSE-C	Akash	Akash
6	513	CSE-C	Samanth	Samanth
7	6236	CSC	M. Sai Raju	M. Sai Raju
8	6250	CSC	Saikh Khaja para	Khaja
9	6218	CSC	Ch. Sandeep	Sandeep
10	6229	CSC	K. Santhosh	Santhosh
11	6053	CSC	P. Anush	P. Anush
12	6055	CSC	P. Anush	P. Anush
13	6242	CSC	P. K. H. R. Gaud	P. K. H. R. Gaud
14	6235	CSC	V. K. K. K. K.	V. K. K. K. K.
15	6526	CSM	C. H. H. H. H. H.	C. H. H. H. H. H.
16	6539	CSC	N. L. L. L. L. L.	N. L. L. L. L. L.
17	251	CSC-A	K. L. L. L. L. L.	K. L. L. L. L. L.
18	202	CSC	B. P. P. P. P. P.	B. P. P. P. P. P.
19	228	CSC	V. E. E. E. E. E.	V. E. E. E. E. E.
20	221	CSC	G. A. A. A. A. A.	G. A. A. A. A. A.
21	623	CSM-A	G. V. V. V. V. V.	G. V. V. V. V. V.
22	652	CSM-A	G. R. R. R. R. R.	G. R. R. R. R. R.

SNO	Roll No	Class	Name	Sign
1	458	ECE-B	B. Anjali Ravi	B. Anjali Ravi
2	466	ECE-B	D. Ananda	D. Ananda
3	486	ECE-B	N. Anand	N. Anand
4	470	ECE-B	P. Anand	P. Anand
5	473	ECE-B	K. Anand	K. Anand
6	443	ECE-B	Ch. Anand	Ch. Anand
7	491	ECE-B	R. Anand	R. Anand
8	485	ECE-B	N. Anand	N. Anand
9	410	ECE-B	V. Anand	V. Anand
10	487	ECE-B	N. Anand	N. Anand
11	443	ECE-B	V. Anand	V. Anand
12	459	ECE-B	V. Anand	V. Anand
13	479	ECE-B	V. Anand	V. Anand
14	400	ECE-B	V. Anand	V. Anand
15	475	ECE-B	K. Anand	K. Anand
16	476	ECE-B	V. Anand	V. Anand

SNo	Roll No	Class	Name	Sign
1.	22E11A0504	CSE-A	Bhramshi	vanshi
2.	22E11A0560	CSE-A	v. prasad	prasad
3.	22E11A0522	CSE-A	K. Anand	Anand
4.	22E11A0552	CSE-A	Arin	Arin
5.	22E11A0544	CSE-A	Abhishek	Abhishek
6.	22E11A0550	CSE-A	S. Chandra	Chandra
7.	22E11A0536	CSE-A	MD. Zahid	Zahid
8.	22E11A0549	CSE-A	A. Paddy	Paddy
9.	22E11A0531	CSE-A	A. Anand	Anand
10.	22E11A0504	CSE-A	A. Anand	Anand