

Date: 14/02/2025

<b>WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGY FOR STARTUPS</b>			
Number of teams/Students	75	Date and Time:	04/02/2025, 11:00 AM
Faculty Coordinator	Dr. Riddhish Joshi, Associate Professor, SLM		
Faculty Contact Details	+91 9825504599		
Venue	Auditorium		
Organized by:	Innovation & Entrepreneurship Cell, P P Savani University		
Supported by:	SSIP, EBC Club, and IIC		









## FROM IDEA TO IMPACT WORKSHOP ON EFFECTIVE SALES AND MARKETING STRATEGY FOR STARTUPS

 04th February 2025  
 11:00 AM onwards  
 AUDITORIUM, P P SAVANI UNIVERSITY



**EVENT OVERVIEW**

- A ONE-DAY WORKSHOP DESIGNED TO HELP ASPIRING ENTREPRENEURS AND STUDENTS DEVELOP IMPACTFUL SALES AND MARKETING STRATEGIES FOR STARTUPS.
- DR. RIDDHISH JOSHI DISCUSSED ALIGNING SALES WITH MARKETING GOALS, CUSTOMER JOURNEY MAPPING, MARKET SEGMENTATION, PRICING STRATEGIES, AND USING DIGITAL TOOLS FOR SCALING.
- SESSION INCLUDED CASE STUDIES, GROUP DISCUSSIONS, AND LIVE STRATEGY EXERCISES.

**CHIEF PATRON:**

DR. PARAG SANGHANI  
PROVOST,  
P P SAVANI UNIVERSITY

**CO-ORDINATOR:**

DR. RIDDHISH JOSHI  
ASSOCIATE PROFESSOR  
SLM  
P P SAVANI UNIVERSITY



### **Introduction:**

A workshop on *Effective Sales and Marketing Strategy for Startups* was organized on 4th February 2025 to guide aspiring entrepreneurs and management students in developing practical and impactful strategies for customer acquisition and market growth. The session was conducted by Dr. Riddhish Joshi, an experienced academic and marketing expert from SLM, PPSU.

### **Event overview:**

Dr. Joshi began the session by explaining the importance of aligning sales efforts with marketing goals, especially in early-stage startups. He covered key topics including market segmentation, value proposition design, customer journey mapping, pricing strategies, and the role of digital tools in scaling sales. Case studies and real-world examples were used to enhance understanding, and students also participated in group discussions and live strategy exercises.

### **Outcome/Highlight:**

- Participants gained practical knowledge of designing effective go-to-market strategies.
- The session helped students understand customer-centric selling and branding techniques.
- Interactive activities encouraged creative thinking and strategic planning.
- Dr. Joshi shared actionable frameworks and templates useful for startup planning.

### **Participant & Coordinator Details:**

- Total Participants: 75
- Faculty Coordinator: Dr. Riddhish Joshi
- Event Supported By: SSIP, EBC Club, IIC



### **Conclusion:**

The workshop proved to be highly beneficial for all 75 participants, offering them hands-on insights into sales and marketing in the startup context. Dr. Riddhish Joshi's engaging delivery and industry-relevant knowledge made the session informative and motivating. It successfully equipped participants with strategic tools to approach market challenges more confidently.

**Glimpse of the Event:**



**Workshop on Effective Sales and Marketing Strategy for Startups**

Prepared by:



Dr. Riddhish Joshi  
Associate Professor  
SLM  
P P Savani University

