



Event Report: "A Series on Sales Beyond Classroom"

Event Title: A Series on Sales Beyond Classroom

Organizer: Centurion University, Paralakhemundi Campus

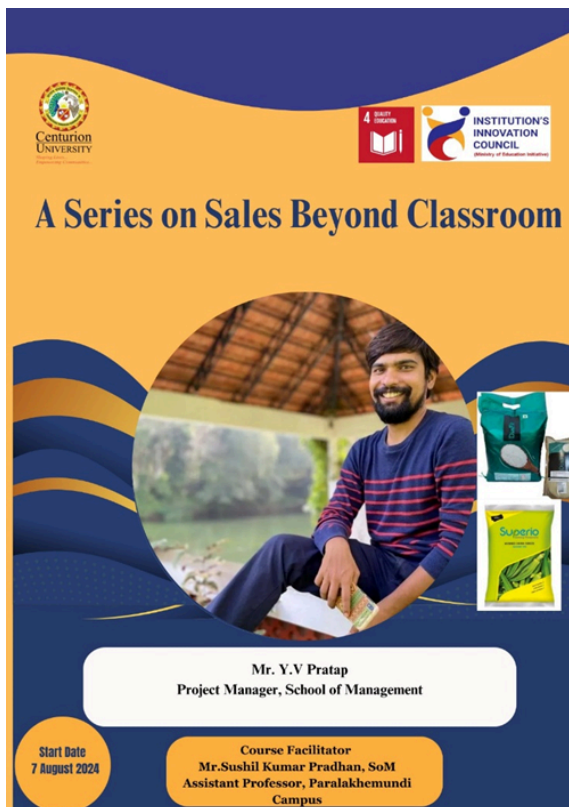
Date: Start Date - 7 August 2024

Facilitator: Mr. Sushil Kumar Pradhan, Assistant Professor, School of Management, Paralakhemundi Campus

Speaker: Mr. Y.V. Pratap, Project Manager, School of Management

Overview:

The "A Series on Sales Beyond Classroom" event was organized by Centurion University to provide students with practical insights into sales strategies and experiences that extend beyond traditional classroom learning. The primary goal was to bridge the gap between theoretical learning and real-world sales challenges, equipping students with the skills and knowledge needed to excel in the sales domain.



Key Speaker:

Mr. Y.V. Pratap, who serves as a Project Manager at the School of Management, was the main speaker for the series. With vast industry experience and expertise in project management, he shared his knowledge and provided actionable insights into the world of sales. His session aimed to motivate students to think beyond textbooks and apply creative sales techniques in their professional endeavors.

Content Covered:

- **Sales Strategies:** Mr. Pratap highlighted the importance of building long-term relationships with customers and focusing on value-based selling rather than mere transactional approaches.
- **Product Analysis:** Examples of products from various sectors, including food and agriculture, were used to demonstrate how different sales techniques apply to different markets.
- **Sales Challenges:** Real-life challenges encountered by sales professionals were discussed, along with tips on overcoming objections and improving customer engagement.
- **Marketing Integration:** The session underscored the connection between sales and marketing, showing how the two functions must align for business success.

Course Facilitator:

The course was facilitated by Mr. Sushil Kumar Pradhan, Assistant Professor of the School of Management at Paralakhemundi Campus. His role involved coordinating the event and ensuring the smooth flow of the series. He also guided students throughout the program by offering additional insights and clarifications.

Outcome:

The event was successful in giving students a better understanding of sales as a practical, hands-on field. They learned about the complexities of customer behavior, product positioning, and the importance of persistence in the sales cycle. The students appreciated the opportunity to learn directly from industry professionals and were eager to apply the lessons in future projects and internships.

images of the event:





Conclusion:

"A Series on Sales Beyond Classroom" serves as a vital initiative by Centurion University, providing students with experiential learning opportunities that enhance their professional capabilities. Such initiatives are essential in preparing students for the rapidly evolving business landscape.

This event successfully marked the beginning of a valuable learning journey that will help shape future business leaders.