



Event Report on: "A Series on Sales Beyond Classroom"

Event Title: A Series on Sales Beyond Classroom

Organizer: School of Management , Centurion University, Paralakhemundi Campus

Date: Start Date – 30th September 2024

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

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

Overview:

SoM, Centurion University organized the "A Series on Sales Beyond Classroom" event to give students practical insights into sales strategies and experiences that extend beyond traditional classroom learning. The primary goal was to bridge the gap between theoretical understanding 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, 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.

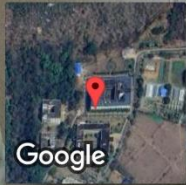
Conclusion:

"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.

Photos of the event:





Rajaseetapuram, Odisha, India
R45V+PCF, Rajaseetapuram, Odisha 761211, India
Lat 18.80936°
Long 84.143382°
30/09/24 09:54 AM GMT +05:30

GPS Map Camera



Gajapati, OR, India
Gurandi, Gajapati, 761211, OR, India
Lat 18.782864, Long 84.090942
09/30/2024 12:01 PM GMT+05:30
Note : Captured by GPS Map Camera

GPS Map Camera



Parlakhemundi, OR, India
SH 4, Paralkhemundi, Parlakhemundi, 761200,
OR, India
Lat 18.786263, Long 84.089508
09/30/2024 12:11 PM GMT+05:30
Note: Captured by GPS Map Camera

SALES BEYOND CLASSROOM- SELLING ACTIVITY

Date – 30/09/2024

Group Members

Saket raj - 220209120005

Balla Vamshi - 220209120032

Palak pari mandal - 220209120040

Kammaneni shanthi - 220209120041

Duvvada Kusumanjali - 220209120043

Anapana Ravi – 220209120048

Today, as part of the "Sales Beyond Classroom" activity, we visited local shops, sweet shops, and restaurants to conduct a paneer survey. Since paneer was unavailable in our university's dairy unit, we took the initiative to gather market insights from these establishments. I have attached the pictures and responses in the report for further reference.

Product - Paneer Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - _____

Shop type - _____

Location - _____

How much they use or sale on daily basis _____

Purchasing Price _____

Source of Procurement _____

Shelf Life _____

Peak Season _____

Payment to vendor on in _____

Credit Period by Vendor _____

Brands _____

Selling Price _____

Questionnaire



Murli Corner-2



Hotel Sai International



Jyoti Sweets



Jena Sweets

Product - Paneer

Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - Hotel sai International

Shop type - Restaurant

Location - Near stadium

How much they use ~~or sale~~ on daily basis 4 kg

Purchasing Price 285

Source of Procurement Local vendor

Shelf Life 2 days

Peak Season Festivals

Payment to vendor on in Online

Credit Period by Vendor Monthly

Brands

Selling Price

Product - Paneer

Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - M wli corner - 2
Shop type - Street Paneer shop
Location - Palace street
How much they ~~use~~ sale on daily basis 10kg
Purchasing Price 250
Source of Procurement local vendor
Shelf Life 2day
Peak Season Summer
Payment to vendor on in cash
Credit Period by Vendor Same day
Brands Local
Selling Price 300

Product - Paneer

Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - Jena Sweets & Bakery
Shop type - Sweet Shop
Location - Palace street
How much they use ~~of sale~~ on daily basis 1 kg
Purchasing Price 250
Source of Procurement Local Vendor
Shelf Life two days
Peak Season marriage
Payment to vendor on in Cash
Credit Period by Vendor Same day
Brands _____
Selling Price _____

Product - Paneer

Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - Varun Bakery
Shop type - Sweet Shop
Location - Market Square
How much they use or ~~sale on daily basis~~ 2 kg
Purchasing Price ₹ 300
Source of Procurement local shops
Shelf Life 2 days
Peak Season winter
Payment to vendor on in cash
Credit Period by Vendor Same day
Brands _____
Selling Price _____

Product - Paneer

Date - 30/09/2024

SALES BEYOND CLASSROOM

Shop Name - Jyoti sweets

Shop type - Sweet shop

Location - Market Square

How much they use ~~or~~ on daily basis 2-3kg

Purchasing Price ₹ 300

Source of Procurement Local vendor

Shelf Life 2 days

Peak Season Festive season

Payment to vendor on in Cash

Credit Period by Vendor 10 days

Brands _____

Selling Price _____

SALES BEYOND CLASSROOM – SELLING ACTIVITY

Date – 30/09/2024

Group Members Name

Sudhir Kumar – 220209120003
Naincy Kumari – 220209120038
Shahid Afridi – 220209120017
Vishal Kumar – 220209120007
Summi Kumari – 220209120006
Shradha Sujata – 220209120012

Today, as part of the "Sales Beyond Classroom" activity, we visited local Market retail shops, including Murli Corner -2, Shri Neelamani Durga and Restaurant to conduct a survey on mushrooms. So, we gather market information from these shops. I have included the pictures and responses in the report for reference.



Murli Corner – 2



Budu Restaurant



Mega Mart



Shop Name – Murli Corner 2

Location – Palace Street

1. Where to buy mushroom – Raipur
2. How Much do you sell in a day – 3 to 4 kg
3. How Much do you sell mushroom when demand is very high – Rs 250 per kg
4. How much do you sell mushroom when demand is very low – Rs 150 per kg
5. What method do you use to make payment – Online
6. Do you buy mushroom by making full payment or on credit basis – Credit Basis weekly and monthly
7. How much do you buy mushroom from Raipur in High demand – Rs 200 per kg
8. How much do you buy mushroom from Raipur in Low demand – Rs 120 per kg

Shop Name Shri Neelamani Durga

Location – Palace Street

1. Where to buy mushroom – Raipur
2. How Much do you sell in a day – 6 to 7 kg
3. How Much do you sell mushroom when demand is very high – Rs 250, 280 and 300 per kg
4. How much do you sell mushroom when demand is very low – Rs 130 and 150 per kg
5. What method do you use to make payment – Online
6. Do you buy mushroom by making full payment or on credit basis – Credit Basis Monthly
7. How much do you buy mushroom from Raipur in High demand –
8. How much do you buy mushroom from Raipur in Low demand –