

# Workshop on Effective Sales and Marketing Strategies

The Department of Commerce of Babbar Akali Memorial Khalsa College, Garhshankar, in collaboration with the Institution's Innovation Council (IIC), organized a workshop on Effective Sales and Marketing Strategies on 24th January 2025. The workshop was conducted under the able guidance and encouragement of the respected Principal, Dr. Amandeep Heera, who always emphasizes skill-based and industry-oriented learning for students.

## Resource Person

The workshop was conducted by Prof. Gurjinder Kaur, who delivered an insightful session on effective sales and marketing strategies, with special reference to startups. She explained how innovative marketing approaches and strong sales techniques are essential for the growth and sustainability of new business ventures.

## Objectives of the Workshop

- To provide practical exposure to sales and marketing concepts
- To understand challenges faced by startups in competitive markets
- To connect theoretical knowledge with real-life business practices
- To promote innovation and entrepreneurial skills among students

## Key Topics Discussed

The resource person discussed various important strategies,

including:

- Concept and importance of sales and marketing
- Marketing strategies for startups
- Customer acquisition and retention
- Branding, pricing, and promotional strategies
- Role of digital and social media marketing
- Understanding consumer behavior and market segmentation
- Importance of innovation in marketing decisions

Real-life startup examples were shared to make the session more practical and engaging.

### **Participation and Interaction**

Students from the Department of Commerce actively participated in the workshop. The session was interactive, and students raised queries related to marketing challenges, startup growth, and sales techniques. The question-answer session added great value to the learning experience.

### **Outcome of the Workshop**

- Enhanced practical understanding of sales and marketing strategies
- Improved awareness of startup-oriented marketing techniques
- Encouraged entrepreneurial thinking among students
- Better understanding of real-world business applications

### **Conclusion**

The workshop was highly informative and successful. The

guidance and support of Principal Dr. Amandeep Heera played a vital role in organizing the event smoothly. The Department of Commerce and IIC deserve appreciation for arranging such a meaningful academic activity. The session by Prof. Gurjinder Kaur greatly enriched the knowledge of students and contributed to their overall development.