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## About the talk

Most products fail to make any substantial sales and systematically die within a year of launch. While there are bunch of reasons like failing to address customer needs, market timing, etc - the fundamental cause is - entrepreneurs and innovators develop and launch product without due to consideration to customer and her buying behaviour.

This session will take a deep dive into understanding customer psychology and explore how a customer makes a buying choice about products. We will introduce tools & frameworks, based on cutting edge research and our StartUp Consulting Practice - that will help them to uncover insights about how their products will be received in the market. Participating entrepreneurs will be able to remove barriers to adoption of their products by understanding and articulating the value of their products.

The session will be conducted in workshop format with live and real-life cases.

# A Rockstar approach to building products

May 20, 2016 | 4 PM to 6 PM

Venue: Training room, Venture Center, 100 NCL Innovation Park

Speaker: Mr Dhiraj Khot

Dhiraj Khot is an IIT-Bombay alumnus and Founder & CEO of Yana Consulting Group, a boutique consulting firm in Sales & Marketing. He works as Consultant with startups and multi-million dollar companies to help them formulate Marketing Strategy, build Sales Teams, improve sales performance and acquire large deals. As a serial entrepreneur, Dhiraj has founded and scaled up companies in areas of Technology, Education and Food Industry. He serves on Board of Directors for couple of start-ups and has helped them to create product strategy, sales infrastructure and raise capital. His stint as an employee includes CEO of a BSE - Listed firm in waste management, Sales leadership in Europe & US and Consulting in area of Enterprise Software. Dhiraj is part of panel of mentors at several places including IIT Bombay Eureka and NEN-SAP Mentor. Dhiraj conducts regular workshops focussed on Strategy, Sales and Marketing for CEOs and Entrepreneurs regularly. Dhiraj has founded Yana School of Entrepreneurship in which he works closely with entrepreneurs to deliver high impact and craft their success.

### For Whom

1. Anyone who is going to take up an entrepreneurial journey
2. Entrepreneurs & startups can leverage to increase sales or improve value proposition

### Key Take Aways

1. Understand how customers perceive your products
2. Know whether your product will succeed in the market place
2. Build products that your customers will love

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