

Mechanics of Sales for Startups



Positioning products for sales in given market | Focucssing on how start-ups can strategize a plan for their pre-sales, sales and post-sales processes | What are best practices in sales?| How can one increase results from sales efforts?

7 Nov. 2015 | Time: 11am- 12pm

Venue: Training room, 100 NCL Innovation Park

WHO SHOULD ATTEND

- Entrepreneurs/ Startups who are planning to start their pre-sales, sales and post-sales processes.
- Students with a business idea or currently at an early stage of their venture

ABOUT THE SPEAKER

Mr. Amitabh Shrivastava , CEO, CSIR-Tech where he is spearheading the commercialization / capitalization of the Intellectual Property held with India's premier scientific and industrial research laboratories. Amitabh is a widely recognized serial entrepreneur, who, besides being an entrepreneur and an Angel Investor, has also held senior leadership positions with large technology companies. Amitabh holds a Bachelor of Engineering degree (1986) from Victoria Jubilee Technical Institute, Mumbai. As a senior executive with large corporations like Steria (Xansa), HCL and Infosys, Amitabh has handled large business units with global clients. He has built green fields businesses from scratch and grown the same in an entrepreneurial fashion. Amitabh's forte is his ability to develop strategy and grow business, gear an organization for scale, construct and deliver large contracts, package Intellectual Property for industrial use, develop unique competitive advantage in the market, and to raise capital.

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