



## B.V. Patel Institute of Management, Uka Tarsadia University



Date: 27-10-2023

### EDP Session on “Selling Skills for Entrepreneurship”

**Objectives of Session:** The aim of the session is to effectively communicate, sell, focus, learn, and strategize for selling the products.

**Outcomes of Session:** Students able to understand various entrepreneur skills such as leadership, business management, time management, creative thinking and problem-solving.

<b>Date:</b>	27 <sup>th</sup> October 2023
<b>Time:</b>	9:30 to 11:30m
<b>Venue:</b>	Room No. 34
<b>No. of Students:</b>	46 students of SYBBA
<b>Name of Speaker:</b>	Shri Rahul Gavte, Shri Manish Busa and Mr. Jitu Parihar
<b>Coordinator:</b>	Mr. Parvez Malek and Dr. Vijay Gondaliya
<b>Category</b>	SSIP and Entrepreneurship

BVPIM in partnership with the Progress Alliance Group in Surat, recently organised the sixth session of the Entrepreneurship Development Programme. This session focused on the principles of efficient selling and was led by industrialist, namely Shri Rahul Gavte, Shri Jitu Parihar, and Shri Manish Busa.

The following points were considered throughout the sessions:

- Gaining insight into customer behaviour and preferences.
- Possessing a comprehensive understanding of the product.
- Establishing a positive relationship with your potential client.
- One's reputation consistently precedes them.
- The act of selling mostly revolves around the establishment and cultivation of interpersonal connections.

Entrepreneurs necessitate a set of skills that are vital for their success in the business realm.

- The topic of interest is communication skills.

- The Importance of Developing Active Listening Skills in Academic Settings
- Collaboration skills
- Skills for Self-Motivation
- The Importance of Negotiation Skills in Professional Settings



BVPIM in collaboration with Progress Alliance Group - Surat today had conducted a 6th session of Entrepreneurship Development Program on Principles of effective Selling by Shri Rahul Gavte, Shri Jitu Parihar and Shri Manish Busa.

The following points were considered throughout the sessions:

- Gaining insight into customer behaviour and preferences.
- Possessing a comprehensive understanding of the product.
- Establishing a positive relationship with your potential client.
- One's reputation consistently precedes them.
- The act of selling mostly revolves around the establishment and cultivation of interpersonal connections.

I thanks to Provost - Dr. D.R. Shah Sir, Vice President - Shri Kiritbhai Patel and office bearers of the university. I also, thanks to all speakers and coordinator of the session.

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**#entrepreneurship**

**#edp**