

Mastering Effective Sales & Marketing Strategies for Startups

Organized by:

Department of Mechanical Engineering
Sree Narayana Guru College of Engineering & Technology (SNGCET), Payyanur

Date & Time:

16th January 2026 | 11:00 AM – 01:00 PM

Speaker / Resource Person:

Ms. Soubhagya P S
Assistant Professor, SNGCET

Objective of the Program

The objective of this program was to provide students with practical insights into effective sales and marketing strategies essential for startups. The session aimed to bridge the gap between technical knowledge and entrepreneurial skills by highlighting market-oriented thinking, customer engagement, branding, and revenue generation strategies for early-stage ventures.

Description of the Program

The Department of Mechanical Engineering, in association with the Institution's Innovation Council (IIC), organized a talk titled "Mastering Effective Sales & Marketing Strategies for Startups." The session was handled by Ms. Soubhagya P S, Assistant Professor, SNGCET.

The speaker discussed the fundamentals of sales and marketing in the startup ecosystem, emphasizing the importance of understanding customer needs, value proposition design, market segmentation, and digital marketing tools. Real-life examples and case studies were used to explain how startups can scale their products and services effectively in competitive markets.

Key Topics Covered

- Introduction to startups and market dynamics
- Importance of sales and marketing for startup success
- Customer-centric approach and value proposition
- Branding and positioning strategies
- Digital marketing and social media outreach
- Challenges faced by startups and ways to overcome them

Outcome of the Program

The program enhanced the participants' understanding of how effective sales and marketing strategies contribute to the success of startups. Students gained practical knowledge on market analysis, customer engagement, and business growth strategies. The session motivated students to think innovatively and consider entrepreneurship as a viable career option.

Participants

The program was attended by undergraduate students of the Department of Mechanical Engineering and faculty members of SNGCET.

Conclusion

The session was informative and interactive, providing valuable insights into startup-oriented sales and marketing practices. The program successfully aligned with the objectives of the Institution's Innovation Council by fostering innovation, entrepreneurial thinking, and industry-relevant skills among students.