



**Raj Kumar Goel Institute of Technology**  
5 K.M. Stone, Delhi-Meerut Road, Ghaziabad, U.P.



## **WORKSHOP REPORT**

### **WORKSHOP ON INNOVATIVE MARKETING OF PRODUCT SELLING**

**Date: 09<sup>th</sup> May'2022**

**Target Participants: MBA & B.Tech Students**

Selling skills are critical in organizations that rely on ongoing buying from customers or clients. Selling is generally one of the most persuasive forms of promotion a company has. Persuading prospects to make purchases is a common objective of sales.

Keeping in mind the importance of Selling for an organization, RKGIT (MBA) organized a Workshop on product selling on 09<sup>th</sup> May'2022 for MBA & B.Tech students.

The main objective of the workshop was to familiarize the student with the product selling techniques and give them in depth understanding of various other important parameters like product promotion, importance of customer relationship and customer retention.

During the Workshop on product selling competition organized for the student managers where 16 teams participated.

It was a fun filled activity where all the students participated and learned the basic techniques related to selling.

**Speaker: Mr. Harsh Mohan Sharma and Mr. Ashish Kumar Singh.**

**Date: 9th May 2022.**

**Time: 11:00 AM Onwards.**

**Venue: Seminar Hall, MBA Block.**



