



JSPM's  
**JAYAWANT INSTITUTE OF MANAGEMENT STUDIES**  
(Approved by AICTE, New Delhi, Recognised by Gov. of Maharashtra & Affiliated to Pune University)  
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***Marketing Club Activity: The SMART Sailor (AY Jun-Dec 2020)***

**Event Date & Day: 13<sup>th</sup> March 2021, Saturday.**

**Venue – Zoom Meeting Application.**

**Time – 12.15 pm. to 1.30 pm.**

**Objectives-**

- To make the students understand the pervasiveness of Salesmanship qualities like a sailor for a ship.
- To provide a platform to the participant so that their creative salesmanship is showcased.
- To use this as an opportunity for the audiences to learn from the demonstration of company's experiences and mend their course of their life.
- To enlighten participants about how their film icon have handled the happy and challenging moments of life, through a movie " Rocket Singh: The salesman of the year"
- To reconfirm the participants that it is possible to get success and motivated by following the advice from various life examples.

**About Event –**

Salesmanship is an all-pervasive quality in everyday life. Like a sailor manoeuvring a ship in various challenging conditions in sea, a successful salesman goes out with full confidence to see success in life. To draw the attention of the student on this trait, lessons from a popular film 'Rocket Singh: The salesman of the year" was screened. Along with that, what the two sides of coin called salesmanship was demonstrated with an illustration of Bislery's Salesman Kadam's 7 steps for successful selling. At last an online quiz was conducted to evaluate the understanding of the students.

**Skills Focused –**

- Artistic skills
- Communication Skill
- Motivational Skill
- Salesmanship Skill

**Total no. of Participants – 55**

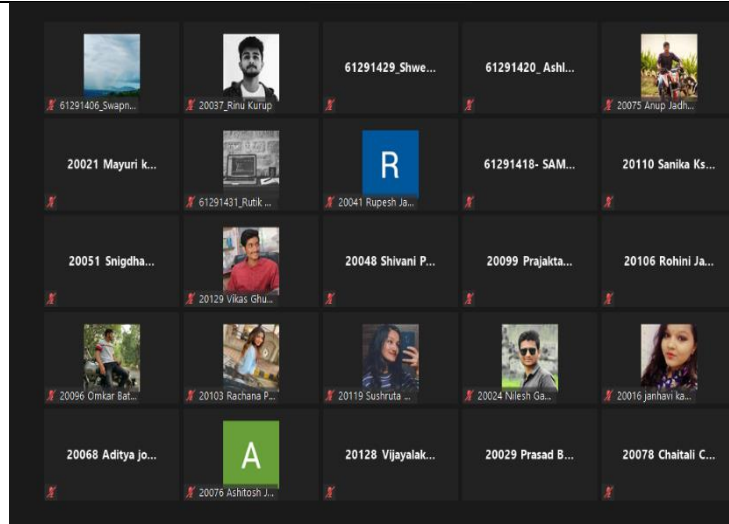
**Judges: Dr. Susil Kumar Sarangi & Prof. Manesh Palav.**

**Technical Coordinator:** Prof. Deepak Pore

**List of winner and runner-**

1. Mr. Sudhansu Anant Pai [1st],
2. Akash Dhaneswar Kat [2<sup>nd</sup>]
3. Nishant Boite [3<sup>rd</sup>]

## Glimpses of the event –



### IMPORTANT POINTS TO REMEMBER



4. Don't address the retailer without his name.



5. Don't forget to check the stock lying in the shop.



6. Don't forget to confirm the order before booking.

**Dr. Susil Kumar Sarangi**  
**Prof. Manesh Palav**  
**Faculty Coordinator**

**Dr. Sudarshan Pawar**  
**Prof. Shweta Padale**  
**HOD (MBA/MCA)**

**Dr. Priyanka Singh**  
**Director**

