

THE ICFAI UNIVERSITY, JAIPUR

TWO-DAY REFRESHER CUM ORIENTATION PROGRAM FOR IGID TEAM

JAN 21-22, 2021

REPORT

OBJECTIVES:

The program was envisaged to prepare the marketing team with the necessary inputs and skills to take up the challenge of admissions for the ensuing academic session 2021-22. The two-day program was designed to enable the marketing team to

- A. Identify and respond to market expectations
- B. Realize own potential and capabilities
- C. Develop sales presentation skills to generate interest and desire in prospects
- D. Familiarize with changes and developments in respective academic programs of the University, student and departmental achievements, University infrastructure and opportunities for all-round development of the students

It was encouraging to note that the program was enthusiastically attended by twenty members of the IGID, Jaipur.

DAY 1

INAUGURATION

The program began with an inauguration session chaired by Hon President and attended by Registrar, all Deans, senior faculty besides the participants. After the ceremonial lighting of the lamp, the President outlined the objectives of the program and motivated the team by emphasizing full support of the University in realizing the challenging goal of increasing admission numbers.

SESSION I, KNOW YOURSELF – (RESOURCE PERSON: DR. RAJESH KOTHARI)

In the session Dr. Kothari emphasized upon realizing one's own potential by focusing on result orientation for all tasks. He explained that success of any professional goal is through proper background research, development of relevant content through extensive reading and exposure to the environmental developments. Through interesting examples, the resource person elucidated these concepts for the participants who raised queries to further expand their understanding.

SESSION II, UNDERSTAND THE MARKET – (RESOURCE PERSON: DR. RAJESH KOTHARI)

Prof Kothari addressing the participants drew attention to the dynamic nature of competition where many times the supply side exceeds the demand. In such cases he said, the marketers need to adopt innovative approaches to create differentiated appeals for their customers. He took several examples to illustrate different positioning approaches which may be adopted to make a unique presence in the mind-space of the target customer.

Thereafter, various scenarios were taken up for discussion where the participants presented their queries relating to situations they experienced in the field and they were resolved by the resource person.

SESSION III UNDERSTAND AIDA, (RESOURCE PERSON: DR. VIDHU K. MATHUR)

During this session, extensive use of role plays was made to illustrate and practice situations such as approaching school principals and teachers, parents and students. Various sales situations were discussed and fine-tuned under guidance of the resource person. Here, the progression of a sales presentation through AIDA stages viz., Awareness, Interest, Desire followed by Action were discussed in detail.

SESSION IV CREATING PRESENTATIONS FOR EFFECTIVE SALES CALLS, (RESOURCE PERSON: DR. VIDHU K. MATHUR)

Effective presentation is an important and integral part of a sales process. In this session, the resource person highlighted effective presentation techniques followed by simulations where the participants honed their skills. Importance of keeping track of customer interests during the presentation and building in customized points of benefits for the target customer was emphasized. A presentation competition was conducted to test learning and to motivate the participants.

DAY 2

SESSION V, EFFECTIVE COMMUNICATION (RESOURCE PERSON: DR. SHWETA JAIN)

The second day of the program began with deliberations on effective communication techniques. The resource person elucidated the role of language, vocabulary, tone, appearance, body language and etiquette in effective sales presentations. She presented several examples and anecdotes to illustrate the concepts for the participants.

SESSION VI, KNOW YOUR BBA AND B COM PROGRAMS (RESOURCE PERSONS: DR. SHWETA JAIN, DR. ARCHANA RATHORE)

Along with briefing the participants about the recent developments in the program structure where emphasis has been placed on practical learnings and off-classroom learning, the session participants were made aware of the placements, summer internships, industry interface, seminars and workshops conducted by IBS over the past year.

SESSION VII, SALIENT FEATURES OF ICFATECH PROGRAMS (RESOURCE PERSONS: DR. ARUN SAINI, DR. RANA MUKHERJEE, DR. JYOTSNA VERMA)

IcfaiTech department briefed the participants on the achievements of the department like placements, faculty research and publications along with student participation at various events both inside and outside the University. Emphasis was placed on admissions to the B. Tech programs and presenting the USPs of the IcfaiTech B.Tech. Here, the department highlighted its numerous webinars conducted during the lockdown wherein multitude of industry experts, international academicians, alumni and researchers interacted with students on emerging tech issues.

SESSION VIII, KNOW YOUR LAW PROGRAM (RESOURCE PERSON: DR. A.K. SINGH, DR. NITIN TRIPATHI, DR. RADHA NARUKA)

The Law Department of the University presented changes in the Law programs which have been brought up to date with the latest guidelines of the Bar Council. Student achievements were highlighted where students have participated in both national and international level competitions and brought accolades to the department and the University. Faculty achievements like research publications, participation in conferences and workshops, along with department activities were also presented.

FEEDBACK SESSION

During the feedback session, the participants presented their key take-aways from the workshop to the President and University management. The participants expressed satisfaction with the information shared and appreciated the skills training on understanding dynamic markets, sales and communication which were developed during the program. The participants profusely thanked the Hon President and the organizing team for the guidance and encouragement. They suggested that future programs can include the following agenda

- A. Team building exercises
- B. More detailed discussions on department level resources and programs
- C. Prospecting target markets
- D. Increasing conversion ratio
- E. Competition analysis and strategy

The Program ended with distribution of proficiency and participation certificates.





