



RUKMINI DEVI
Institute of Advanced Studies

Approved by AICTE, HRD Ministry, Affiliated to G.G.S. I.P. University, Delhi

- Category 'A' Institute
- High Grading **81.7%** by Joint Assessment Committee of GGSIPU & DHE, Govt. of NCT of Delhi.
- Member of AMDISA, AIMA, CSI



“Marketing, Selling Skills and Customer Satisfaction”

Jointly conducted by

CIIE, RDIAS & MSME Development Institute, Ministries of Industries, Govt. of India

Topic	Workshop on “Marketing, Selling Skills and Customer Satisfaction”
Date of event	February 07, 2011
Aim of the Event	<p>Holistic Development has always been the focus of RDIAS. To achieve the same, we at RDIAS have established a Centre for Idea, Innovation, Incubation and Entrepreneurship to provide a platform to the students where they can get exposure and convert their ideas into real business activities.</p> <p>Keeping the same purpose in mind, CIIE in association with Micro, Small and Medium Enterprise Development Institute, Ministries of Industries, Government of India, organized a workshop wherein five lectures on different topics / areas were conducted by experts from outside. The first lecture was conducted on February 07, 2011.</p> <p>The aim of this lecture was to stimulate the students into understanding the importance of customer, customer satisfaction and helping them in acquiring marketing and selling skills.</p>
Description of the event	<p>This lecture was delivered by Mr. Rajinder Kumar Jha, Director, Vedanta Consultancy on “Marketing, Selling Skills and Customer Satisfaction” on February 07, 2011, wherein different marketing & selling skills were taught to students along with the importance and relevance of customer and customer satisfaction .</p> <p>Mr. Jha introduced the students to the main concepts involved in the</p>

marketing functions. He explained the role of marketing in the firm, business community and the tools & techniques used in developing a marketing strategy. He particularly emphasized on the importance of the elements of the marketing mix - product, price, place and promotion, current marketing issues and analytical methods.

Mr. Jha then went on to explain the practical techniques used in selling of goods and services. Emphasis was given on developing practical skills in presenting goods and services to prospective buyers. Attention was devoted to the art of persuasion as a life-skill and the need to develop professional relationships in business. He said that it is important to analyze buyer behaviour in consumer markets as it effects a firm's marketing strategy when dealing in consumer markets. He also talked about the role of digital media in identifying, anticipating and satisfying consumer needs and wants. He said that the Internet is impacting the way organizations communicate, conduct research, promote themselves, price and distribute their products, these impacts, as well as others will be considered while formulating marketing strategies.

This lecture was successfully conducted and it indeed turned out to be a value addition session. This was just another step by RDIAS towards inculcating the entrepreneurial free spirit in students and in creating a stack of sustainable global competitive human resources.