

How to  
COPY.  
ADAPT.  
EXPERIMENT.  
GROW.  
REPEAT  
and of course,  
**SAY NO.**

From **ideation** to  
first **100 customers**  
to **\$1 Million sales**

and more:

Each stage requires a  
different sales strategy.  
Conforming to set rules  
and standards will  
lead to complacency.

How then, will you  
**grow the business?**

Do what it takes  
(legally, ethically,  
morally) to  
**close that sale!**

And yes, SAY NO.

That's what this  
talk is about;

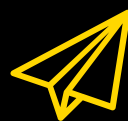
A **contrarian**  
**approach** to sales,  
peppered with  
episodes and steps  
that you can **adapt in**  
**your work** immediately.

About

# Pravin Shekar



OUTLIER MARKETER  
PARALLEL ENTREPRENEUR  
RACONTEUR



Pravin talks on using **outlier marketing, ideation** and **word-of-mouth** referrals to grow your business.

Pravin advises CEOs and Sales heads to **reorient** their **marketing outreach** by **enabling** every associate to act towards a common goal - that of driving **revenue growth**.

Pravin is the recipient of the American Marketing Association's **"Emerging Leader"** award and the **"Ginny Valentine Badge of Courage"** award for skilling and employing people with disabilities.

When the world moves one way, you need to move another. That's Pravin's philosophy and work style.

Book him today, to energise your team to think marketing. To think, act and do **"Different"**.

**Book Pravin:**  
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