

A talk on  
**Storytelling**  
**Strategies**

THE

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WAY  
FOR BIZ  
GROWTH

“

Hey, I want you to try this product.  
I bought it and it's great.

”

You **MUST** go and see this movie.  
It is brilliant. Here, I've booked  
the evening show tickets for you.

“

I want to introduce you to  
this person. Enterprising and  
amazing. I am sure he will do  
wonders in your company.

”

We are in a world of  
marketing where

**Word Of Mouth**

plays a big part.

This mode of marketing is  
far removed from all the  
noise and clutter,  
digital or otherwise.

Who are your  
**influencers?**

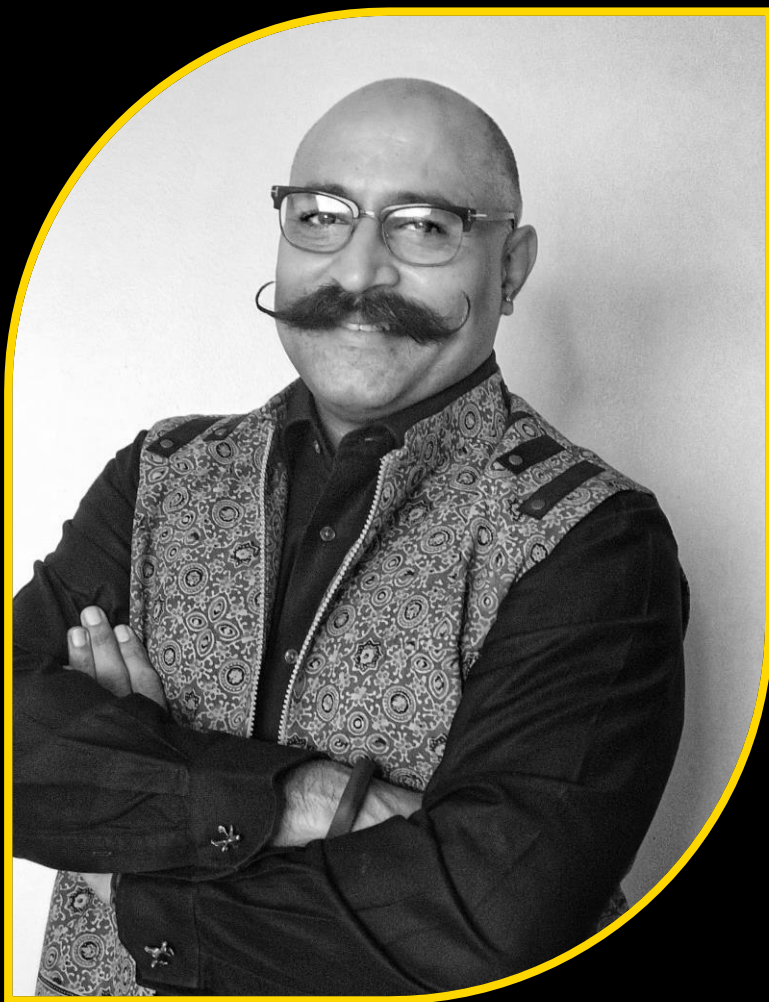
How do you identify  
them?

What are the ways to  
take care of them?

Learn through a series of  
**real life case studies**  
highlighting the **power**  
**of WOM.**

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:**  
**[mic@pravinshekar.com](mailto:mic@pravinshekar.com)**