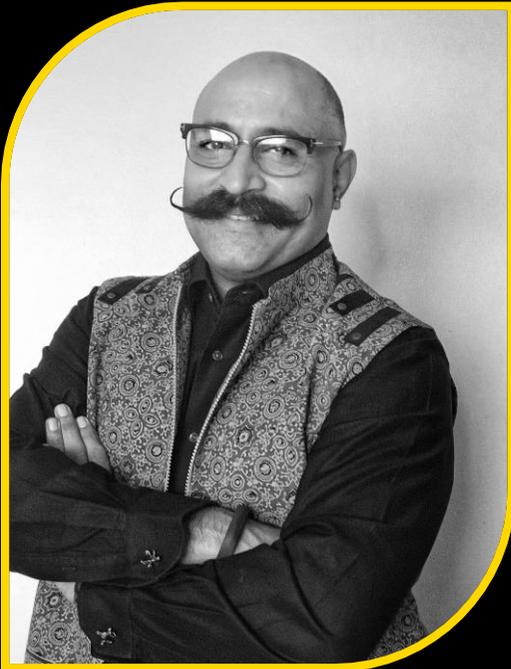


About
Pravin Shekar



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 empower your team to think marketing. To think, act and do "Different".



Book Pravin
mic@pravinshekar.com



**EMPOWER
YOUR TEAM
TO THINK
MARKETING.
TO THINK,
ACT AND DO
"DIFFERENT"**



Outlier Strategies

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.

OUTLIER MARKETING
ALL ABOUT? WHAT'S
AND HOW CAN I USE IT TO GROW MY BUSINESS!

Outlier Marketing

When you find that the regular and the traditional aren't working, you need something else, out of the ordinary. You've got to do different things, but what can be done?

I speak on alternate strategies to grow your business. Ways to shake up your existing structure. Reorient your entire team to think and act Marketing.

My talk provides clear takeaways to implement into your business right away.

Starting with the unconventional: Unlearn, Demotivate and SWAP! Keep it simple!

Storytelling Strategies

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.**

THE
WOM
WAY
FOR BIZ
GROWTH

Outlier Insights

Rats and their hunger forcing package design innovation. Going back in time to reach a media-dark audience. The number of dents in the car forecasting who will buy more.

Mixing two insights to garner a number one positioning in an erstwhile commodity space.

Stories from the world of entrepreneurship, for business impact. That's what this talk is about.

Stories, yarns, personal failures and triumphs and what that means for the future of insights.

OUTLIER INSIGHTS
BIG BUSINESS IMPACT by joining the dots!