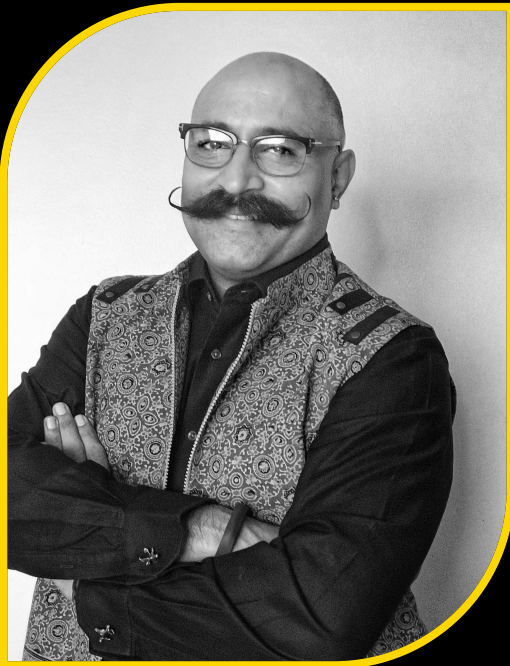


About  
**Pravin Shekar**



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](mailto: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  
W  
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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!

# Testimonials



**"The Myanmar Research Association and Esomar invited Pravin to give a Master Class in Yangon to strengthen out-of-the-box thinking and storytelling skills of local market researchers - both from agencies and client-side. We had a full-house of enthusiastic participants that experienced outlier marketing principles in an engaging and fun way. Especially applying the learnings via playing a card game was a big hit. Thank you Pravin, for this energetic session."**

**- Marita Schimpl,**  
Managing Director in a Frontier Market

**I have personally known Pravin Shekar from the past 3 years, his energy and passion towards entrepreneurs is contagious to everyone around him, within minutes, but the most exciting part of working with Pravin, is the total value which he passes with every second of his talking. His BE SHAMELESS workshops once conducted with @StartupsClub members has been adopted so beautifully that today after every sessions, we have a round of shameless asks which our member give and take from each other. Just couple of months back, Pravin just spoke for 30 mins at our annual event Demo Day in Chennai, he left the 100+ audience in total excitement to go out there and implement his strategies in marketing... Thank you Pravin, for being our strongest associate, my closest friend and a strong asset for Startups Club.**

**- Salma Moosa,**  
Founder at Startup Squares, Startup Mentor,  
Advocate for Disciplined Entrepreneurship



# Testimonials



**Pravin was a keynote speaker and also facilitated an interactive workshop for our delegates at our national annual conference in 2013.**

**His keynote and workshop were extremely relevant with a focus around applying frugal innovation to the world of market research utilising the latest business thinking. Mixing the theoretical concept with practical cases that highlighted the importance of frugal innovation, this topic was exceptionally well received by all that attended.**

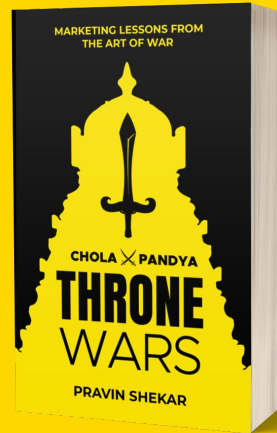
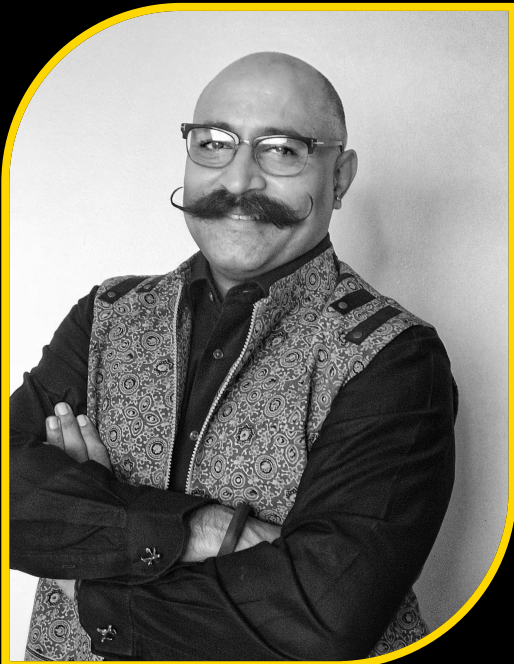
**Pravin is an engaging and thought provoking speaker who interacts well with his audience. I would thoroughly recommend him as a keynote speaker or workshop facilitator.**

**-Elissa Molloy,**

Chief Executive Officer at The Research Society

Books

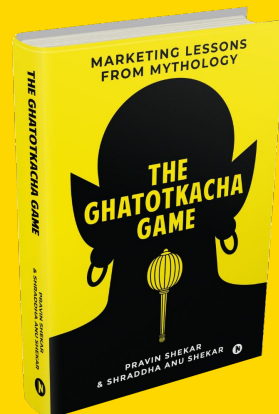
# Pravin Shekar



## Throne Wars: Chola x Pandya Marketing Lessons from the Art of War



## Climb Your Way Out Of Hell Outlier Marketing to Overcome Worst-case Scenarios and Grow your Business



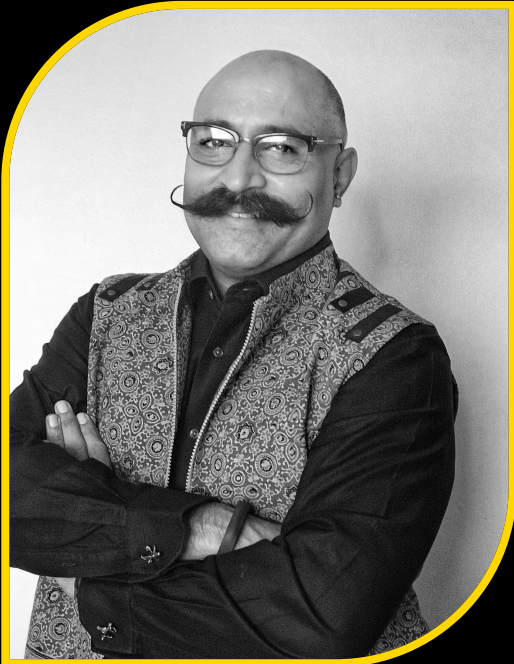
## The Ghatotkacha Game Marketing Lessons from Mythology





Books

# Pravin Shekar



[Virtual Summit Playbook](#)  
[Harness the Power of Experts. Build your Tribe](#)



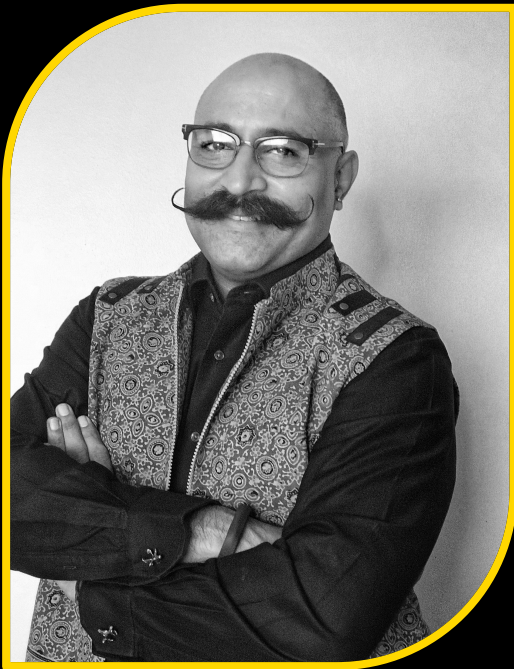
[How to Get My First Paid Speaking Gig?](#)



[Devil Does Care](#)



## Pravin Shekar



A rummy-style card game to help you understand unique marketing ideas that have proven to be trump cards for some of the world's leading businesses.

<http://majaaa.com/>

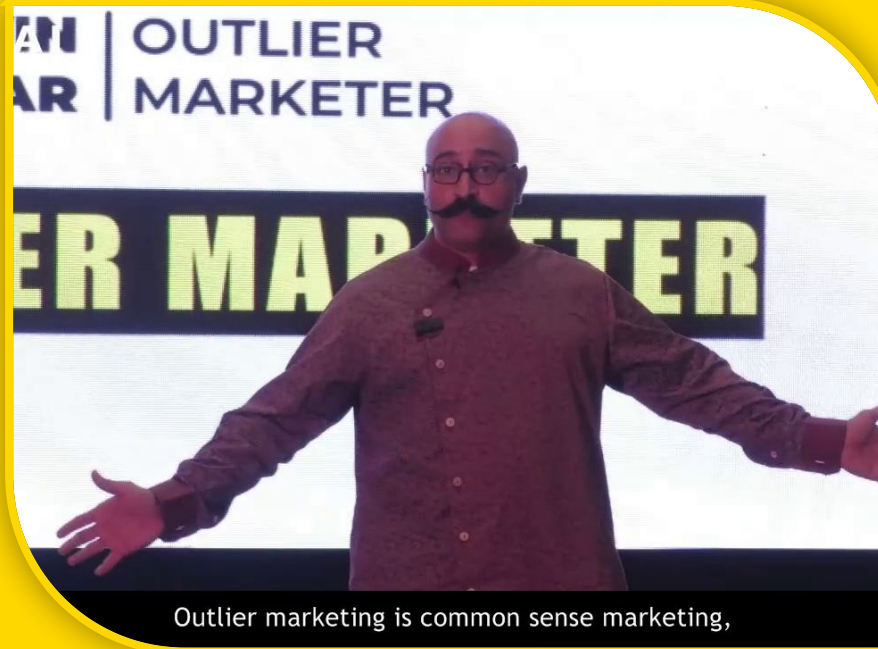


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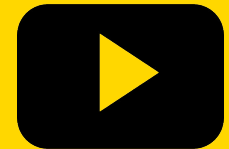
Listen to my full speech at PSS 2020



My Toastmasters Speech



Visit my [YouTube](#) or [Vimeo](#) channels to find more of my speeches, outlier lessons, interviews and more!



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