



Business Development Workshop

(A workshop on Business Development workshop)

TM

About Us

Since the beginning we have always followed the philosophy of the 3 "joys":

"The joy of learning"

"The joy of knowledge"

"The joy of teaching".... in the very same order.

How it all started:

We started out as a bunch of graduates from a couple of engineering colleges looking to work in the field of education owing it to either our backgrounds or interests. We were aware of the cut-throat competition in this field but we knew we had something different to offer to the students because we were one of them a few months back. We were a team of 5 boys working in the companies we were placed from the DCE campus and at the same time working on our weekends towards our hobby that was teaching. Hence we saw ourselves growing beyond our imagination and reaching out effectively to the various colleges/universities of the country.

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What we do:

As the name "GO FOR TECH" suggests we are a **technology driven** company which provides educational services to a **vast client base** that includes students and professionals. We offer comprehensive engineering services in the areas of IT Security and Ethical Hacking, Embedded Robotics, Automotive Mechanics & IC Engines. We extend our educational services by conducting technical workshops and industrial training in various engineering colleges and schools to inculcate the spirit of technological advancement in the engineering youth of India.

Due to the lack of quality education as well as commercialization of education sector in India, we have designed our training courses to **very high standards** & keeping in mind the requirement of the industry. Our cost effective, flexible and value based delivery of courses makes our services prominent in academia and industry. Our association with various Student Collegiate Clubs, Non Profit Organizations and our Educational Partners provide us an access to reach students in every part of the country.

Process Guidelines

- We want your association with us to make this workshop big success in your college.
- A proper publicity will be done about the event at the All India Level
- Date of conducting the workshop can be finalized by telephonic conversation with Coordinator/ Convener or Secretary, Go 4 Tech, according to the College feasibility and slots available in our calendar.
- The entire workshop will be conducted at college campus.
- Each student participating in the workshop will get a participation certificate.

Benefits of associating with us...

An email will be sent to more than 1 lakh users of our web partners about your college workshop. Posters and Flexes will be sent to you for effective regional publicity. All India publicity through SMS will also be done.*

Requirements

- Seminar hall/classroom having a capacity enough to conduct hands-on-session for all participants.
- Good Quality public address system ideally two cordless mikes will be required.
- Projector/ Screen along with black/white board for teaching and presentation purposes.
- One small stereo jack cord to connect in laptop for its sound system.
- Internet Connectivity in the seminar hall/classroom is must.
- **The workshop center can only be arranged for a minimum of 100 students.**

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Responsibility of an organizer

- Hospitality (2 days) for a team of 3-4 members.
- Pick and Drop facility from the nearest railway station/bus stop/ airport.

Workshop Highlights

- Receive an unparalleled education from **Go 4 Tech** team with personal one-on-one attention.
- Learn and interact with one of the respected authorities on Android Technology.
- Improve your job prospects and get an edge over your counterparts.
- Interactive Query sessions, Live Demos, PowerPoint Presentation.

Course Duration

12-14 hours (To be covered in two days.)

Workshop Handouts

Go 4 Tech Software tool kit CD Pack.
Go 4 Tech Course ware.

Certification Policy

- “Certified of Participation” to each participant.
- “Certificate of Coordination” for all of the coordinators (Max. 5)

Eligibility Criteria

- Students from any branch are eligible for this program.
- The pre-requisite for joining this workshop is zero.

Fees

- Rs. 1000/- per participant only (Including taxes)



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These fees include workshop training, software pack, certification, government taxes and other human resource charges.

Topics to be covered in Business Development Workshop

Basics of business development

1. Why any company needs business?
2. Which business and client is best for us?
3. What we are offering to clients?
4. What is the pre-sales strategy to sale your product?
5. How many ways to sale the products to the clients?
6. Lead Generation
7. Delivery to client

Business development via Bidding portals and LinkedIn (Upwork/ PPH/ Freelancer/ Guru/Toptal)

1. How to work on the bidding portals?
2. How to make Cover letters?
- 3..How to manage lead?
4. How to convert lead into clients?
5. How to complete job of client?
6. Escrow solutions
7. What if client is not Paying for completed job?
8. How to find clients and agency on LinkedIn for business development?
9. How to talk them and how to make a proposal for them?

Business development from Email and Cold calling and social media:-

1. How to get email list of client?
2. How to make the email proposal for client?
3. How to convert email lead into client?
4. How to make cold call?
5. How to convince client for our business?
6. What are the ways to calling to International market?
7. How to get payments from the clients?
8. How to find clients on the social media.

Contact

We ensure that you will find our training programs extremely beneficial for your students. If you have any queries kindly get back to us.

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We are looking forward to a quick and positive response from you and a long term association with your esteemed organization.

Regards,
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