

Winternship Sales Event

It will be in 2 phases

Phase 1 will be 9 days starting from Jan 17th to Jan 25th. The result will be announced on Jan 29th. The top 15 individuals will be selected.

Phase 2 will be on Feb 2nd when the screening/pitching of the qualified individuals will be done.

Topic for Phase 1-

Creative writing for the role of a salesperson (Creative writing) (Making your words count)

- **Topic:** You are the salesperson of a company selling bottled water and your salary is based on the number of bottles you sell. Write a pitch on your sales strategy.
- **Points to consider:** Increase the number of sales, channels to sell, places to sell, partnerships.
- **Judging criteria:**
 1. Knowing your target audience
 2. Clarity and Simplicity
 3. Strong Call to Action
 4. Unique Selling Proposition
 5. Tone matching with brand personality
 6. No use of Chat GPT, Google Bard or any other AI Models

General Guideline

- Every student must submit their piece of writing for phase 1 as shared on 17th Jan 2024 in the repository link latest by 25th Jan 2024. The selected ones will get the chance to participate in phase 2.
- 15 students will be selected for Marketing and Sales each for phase 2.
- Participants should be a student of any recognized academic institution.
- Use of Chat GPT, Google Bard or any other AI model is strictly prohibited. If found guilty will be disqualified.
- Questions for phase 2 will be provided at the venue, kindly carry your pen along.
- Phase 2 will have 2 activities for each.
- 5 minutes will be allocated to pitch for the marketing and sales prompt (prompt to be given at the venue) and 3 more minutes of Q&A round.
- In case of any disputes or discrepancies, the decision of the organizing body is final and binding.
- The organizing team has the right to disqualify any team at its sole discretion.