

SAARANG 2023 PRESENTS

# Aspiring Coordinators Meet (Fundae Session)

MARKETING AND SALES





"Amazing things will happen  
when you listen to the  
customer."



JONATHAN MIDENHALL





# What We actually do!

The Marketing and Sales team of Saarang is responsible for generating almost half of the entire revenue of the fest. We handle ProShows Ticket Sales and Merchandise Sales with the objective to maximize the revenue through cleverly planned Marketing Strategies.



# Team Vision

- To generate enough revenue to sustain ProShows and the fest.
- To improve customer experience.
- To improve the transparency of Sales through proper accounting.
- To provide a steep learning curve for all the team members.



# Responsibilities of Coordinators

## Before Saarang:

### Vendor Scouting

- Ideating Marketing strategies and Conducting Sales on Different Media

## During Saarang:

- On-ground sales and pitching

## After Saarang:

- Closing Sales and Distribution
- ### Accounting



# Skills Acquired

- Price Modelling
- Communication Skills
- Negotiation Skills
- Business Analytics
- Strategic Planning
- MS Excel, Market research and Sales Estimates
- Product Management
- Work Ownership



# Saarang 2022

## Debriefing

### Tasks Done:

- We had to quickly adapt to the situation, hence we conducted our sales online, where the merch was delivered to Customers.
- We introduced new types of merchandise like Full Sleeve Tees and Zipped

Hoodies.

- We generated a revenue of 10.5 L, which is highest compared to all the editions of Saarang.
- Our performance was great compared to other teams at IITM.  
The deliveries were done by the Vendor's delivery partner, India Post.

# Saarang 2022

## Debriefing

### Drawbacks of the team:

- We had a lot of problems with the Vendor - Irresponsiveness, Constant Procrastination, Many Mistakes, etc.
- Payment Delays and Sales Portal delay which in turn delayed the Merchandise Sales
- We had few issues with accounting. We got the data in a different format which was difficult for accounting.



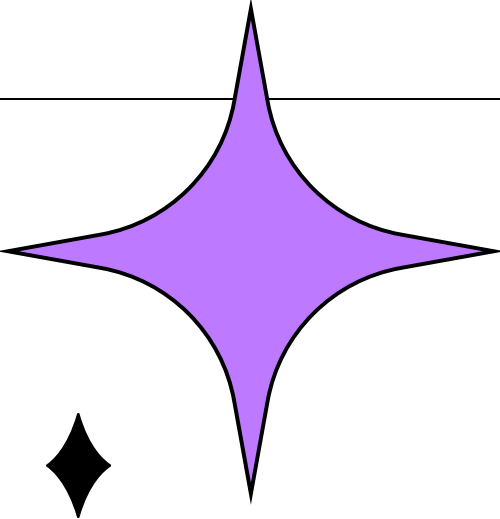
# Saarang 2022

## Debriefing

### Positives of the team:

- We could adapt to the situation, quickly change and define the roles and responsibilities of the team
- We fastened the ideation process and did our best with the execution.
- New Merchandise paved the way for experiments and was a huge hit among all the students.
- iKollege was introduced with different combos along with Event passes.

# What's in for YOU?



TEAM TREATS

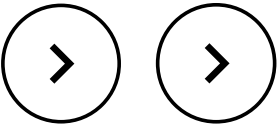
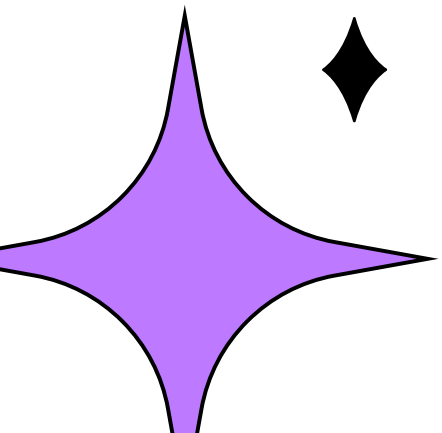
That's quite obvious for a team in SAARANG, but we get something special!!

SAARANG MERCHANDISE

Yes, you would get Saarang Merchandise for free!

PROSHOWS TICKETS

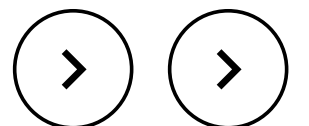
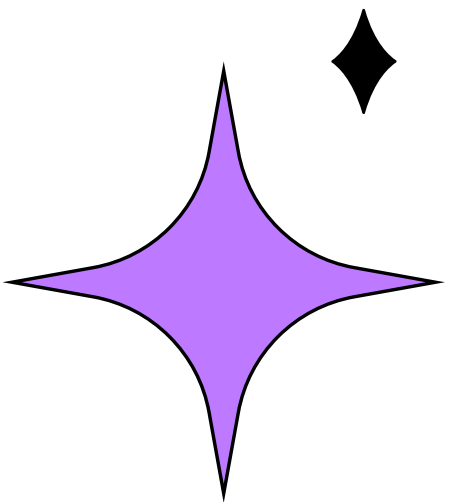
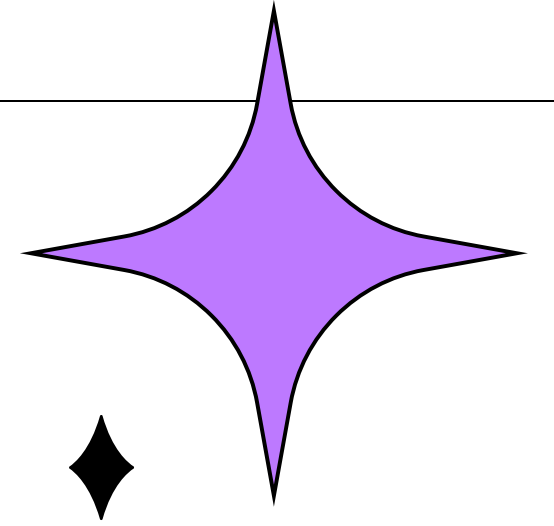
Tadaaaa! You will have free access to all the shows, also, you will certainly be getting some goodies and hoodies!!



## Prerequisites

# ENTHUS

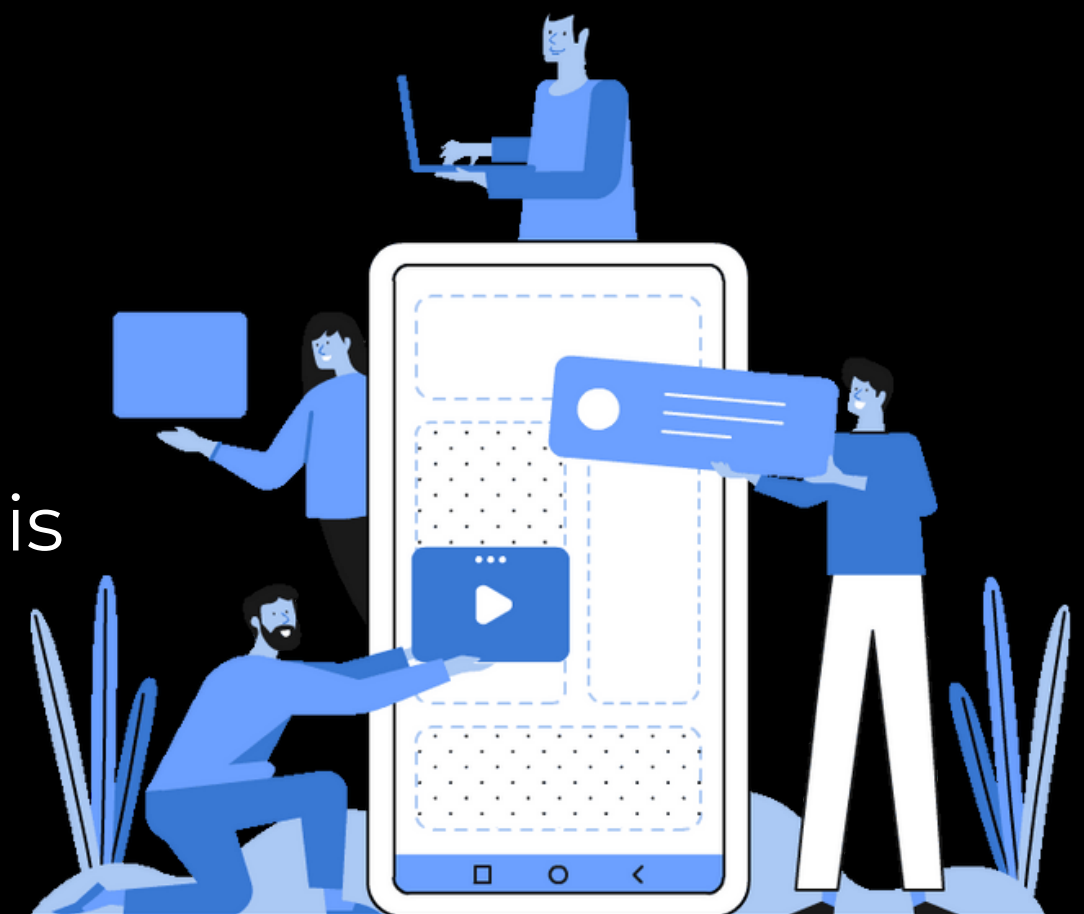
(Cliche but true)



# Epilogue

We, at Marketing and Sales team, develop strong relationships and grow together as a team. Sitting together, brainstorming, thinking out plans of execution, is when we develop deep bonds with our fellow teammates.

If you are someone who loves brainstorming, problem-solving and are looking for a platform to grow both personally and professionally, then being part of the Marketing and Sales team is what you need.



# Contact Details



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**THANK  
YOU!**

**OPEN TO  
DOUBTS/QUESTIONS!**

