

## Salespreneurship

**“People don’t buy what you do; they buy why you do it”**

On 05..02.2020 the Department of Sacred Heart Institute of Management Studies (SHIMS), Sacred Heart College (Autonomous), Tirupattur, had organized one day Salespreneur activity to the I MBA students to hone their business acumen in the field of Management. It was inaugurated in the presence of Rev. Dr. D. Maria Antony Raj, Principal, Dr.S.Sasikumar, HOD, and in the presence of other staff members of the department. It is said that “True Salespreneur has the above kind of dedication and belief, and they’re succeeding because they’re getting the job done. They don’t view themselves as mere employees, but as totally in charge of their careers and their lives. They’re willing to take the necessary risk to achieve the reward, because they feel they can and win”. The Students exhibited their talents acting on the three levels of learning; **Knowledge (Cognitive)** which they learn through concepts in the Classroom, **Experience (Affective)** through process & feeling and **Application (Psychomotor)** by doing.

The students had come up with the creative and innovative brand name and tagline to their stalls erected such as, **U & ME** (Make the Difference), **Tasty to go** (Eat healthy Stay Healthy), **Puilingo Kadai** (Eat Healthy Live Wealthy), **Chat- Box** (Taste and Yummy), **Candy Check Point** (Tempt Your Taste buds) **Rock-Vock** (Stop Thinking just buy it), **Single Pasanga** (Eat Paani Poori- Enjoy the Music).

The Students proved their capacity in the words of Subroto Bagchi, Co-Founder of Mindtree "Selling is not a pushy, winner-takes-all, macho act. It is an empathy-led, process-driven, and knowledge-intensive discipline, because, in the end, people buy from people".





