



Introducing Pravin Shekar

Pravin is a Professional Speaker, a specialist in **“Unconventional Marketing”, “Engineered word-of-mouth”,** and **“Selling without Selling”**.

Pravin’s purpose in life is to “Inspire Creators”.

A creator across genres, Pravin keynotes and conducts masterclasses for growth stage leaders. He has **published 21 books and spoken in 31 countries.**

His **“Nil, Brand, Sell”** video course is on the path of energizing over **15,000 entrepreneurs:** through the Government’s StartupTN initiative.

His weekly newsletter can be viewed at The Outlier Marketer.

TOPICS

- SELLING WITHOUT SELLING
- THE SURFACE AREA EFFECT
- THINK THE OUTLIER WAY
- ACTIVATING AGENCY



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GOOD WORK DOESN'T AUTOMATICALLY GET NOTICED.

GOOD IDEAS DON'T AUTOMATICALLY MOVE.
AND GOOD BUSINESSES DON'T AUTOMATICALLY GET
TALKED ABOUT.

**PRAVIN'S TALKS SHAKE UP THE WAY PEOPLE MARKET,
SELL, THINK AND ACT.**

SELLING WITHOUT SELLING

*Get talked about. Get recommended. Get chosen.
Before you start selling.*

THE SURFACE AREA EFFECT

How much of your good work is the world actually seeing?

THINK THE OUTLIER WAY

*Same old thinking gets same old results. Break
patterns. Find the different.*

ACTIVATING AGENCY

*Less waiting. Less passing the buck. More ownership.
More action.*



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SHOWREEL & Showcase video snippets

- **SHOWREEL** – [HTTPS://VIMEO.COM/1084873071](https://vimeo.com/1084873071)
- **SHOWCASE VIDEO SNIPPET 1** - [HTTPS://VIMEO.COM/688323031](https://vimeo.com/688323031)
- **SHOWCASE VIDEO SNIPPET 2** - [HTTPS://VIMEO.COM/637322704](https://vimeo.com/637322704)
- **SHOWCASE VIDEO SNIPPET 3** - [HTTPS://VIMEO.COM/1084872249](https://vimeo.com/1084872249)
- **SHOWCASE VIDEO SNIPPET 4** - [HTTPS://VIMEO.COM/1084872079](https://vimeo.com/1084872079)

Avatar Game Session Snippets

- [HTTPS://VIMEO.COM/USER/96700374/FOLDER/24264376](https://vimeo.com/user96700374/folder/24264376)

Selling Without Selling Workshop Snippets

- [HTTPS://VIMEO.COM/USER/96700374/FOLDER/24264438](https://vimeo.com/user96700374/folder/24264438)

Full Length Talk VIDEOS:

- **HOW TO HIRE MARKETERS** - [HTTPS://VIMEO.COM/963317848](https://vimeo.com/963317848)
- **OPHTHALMOLOGISTS BRAND YOURSELF** - [HTTPS://VIMEO.COM/554157654](https://vimeo.com/554157654)
- **OUTLIER MARKETING** - [HTTPS://VIMEO.COM/554159088](https://vimeo.com/554159088)



AWARDS:

- American Marketing Association's **"Emerging Leader"** Award.
- The Professional Speakers Association of India's **"Lifetime Achievement Award"** for contribution to establishing and evangelising professional speaking globally.
- **"The Pioneer"** Representative award from ESOMAR for spearheading innovative connections in research and insights.
- **The Ginny Valentine Award** for skilling/employing over 100 people with disabilities.

Games Developed:



PASS THE BUCK

**AVOID, EVADE, AND ESCAPE
THE DECISION TRAP**



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AVATARS

Learn Engineered word of mouth by playing a card game. Embed your brand in the customers'



UP YOUR GAME

OWN. LEAD. WIN.



MAJAAA

This is a fun & educational rummy style card game to help you to learn 4 key marketing themes



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TESTIMONIALS:

"We were delighted to have him visit South Africa from India and not only share his insights on sales and marketing but also apply it."

We all walked away with actionable strategies we could apply immediately."

Yoke van Dam, Founder Y-Connect, South Africa

*"The Selling Without Selling workshop conducted by the inimitable Pravin Shekar, popularly known as The Outlier Marketer was **a masterclass in community, brand building and understanding how we can harness the power of the community** we've built around The Quad."*

We're so glad to have experts like Pravin in our community who invest their time in our growth and root for our success."

Ranjani Shanker, Head-Marketing, The Quad

VIDEO TESTIMONIALS:

- *Testimonial 1* - <https://vimeo.com/1083867732>
- *Testimonial 2* - <https://vimeo.com/1083867581>
- *Testimonial 3* - <https://vimeo.com/1083867456>
- *Testimonial 4* - <https://vimeo.com/1083867302>
- *Testimonial 5* - <https://vimeo.com/1083867181>



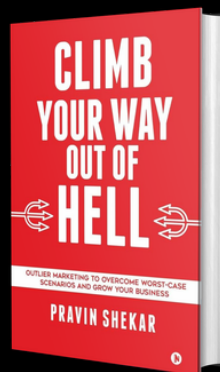
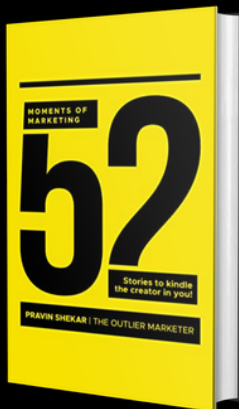
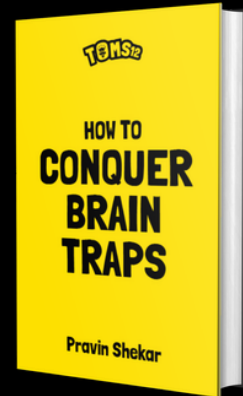
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Clients



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Author of 20+ Books



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**What's stopping you and your team
from being an outlier today?**

**Write to me at
hello@pravinshekar.com.
Let's shake things up a bit!**

