

INDIA | UAE | CANADA | AUSTRALIA | MALAYSIA | HONG KONG | EUROPE REGION | OMAN

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3ICIN:U72900HR2021PTC096283

Email : query@countryedu.com, grievances@countryedu.com

1-Month Business Development Executive (BDE) Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

- Understanding business development fundamentals, lead generation strategies, and client acquisition processes
- Developing expertise in sales communication, prospecting, customer relationship management, and market research
- Learning client engagement techniques, sales funnel management, and business growth strategies
- Building skills in negotiation, proposal creation, and customer retention practices
- Understanding CRM tools, sales reporting, and performance tracking methodologies
- Preparing students for careers in Business Development, Sales, Client Acquisition, Account Management, and Customer Relationship Management

Program Structure :

- Duration: 4Weeks (1 Month)
- Mode: Hybrid / Live / Classroom
- Tools Used: CRM Software, LinkedIn, Google Workspace, MS Excel, PowerPoint, Sales & Communication Tools
- Final Outcome: Business Development Strategy Project + Internship Certificate

Week 1: BUSINESS DEVELOPMENT FUNDAMENTALS

- Introduction to Business Development
- Role & Responsibilities of a BDE
- Understanding Products & Services
- Market Research Fundamentals
- Customer Segmentation
- Communication & Presentation Skills

~ Outcome: Strong foundation in business development processes, customer understanding, and professional communication.

Week 2: LEAD GENERATION & CLIENT OUTREACH

- Lead Generation Techniques
- Prospect Identification & Qualification
- Cold Calling Fundamentals
- Email Marketing & Outreach
- LinkedIn Prospecting
- Sales Funnel Management

~ Outcome: Ability to identify potential clients, generate leads, and initiate business conversations effectively.

INDIA | UAE | CANADA | AUSTRALIA | MALAYSIA | HONG KONG | EUROPE REGION | OMAN

COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN: U72900HR2021PTC096283

Email : query@countryedu.com, grievances@countryedu.com

Week 3: SALES CONVERSION & CLIENT MANAGEMENT

- Client Requirement Analysis
- Sales Pitch Development
- Proposal & Quotation Preparation
- Negotiation Techniques
- Customer Relationship Management (CRM)
- Follow-Up & Conversion Strategies

~ Outcome: Ability to engage clients professionally and convert prospects into business opportunities.

Week 4: PERFORMANCE MANAGEMENT & PROJECT DEVELOPMENT

- Sales Reporting & Documentation
- KPI Tracking & Performance Analysis
- Customer Retention Strategies
- Business Growth Planning
- Industry Best Practices
- Project Development & Presentation

~ Outcome: Ability to manage business development activities, track performance, and contribute to organizational growth.

LIVE PROJECT & CAREER READINESS

Students work on real-world Business Development projects such as:

- Lead Generation Campaign
- Client Acquisition Strategy
- Market Research & Competitor Analysis
- Sales Funnel Optimization Project
- Customer Retention Strategy Plan
- Business Expansion Opportunity Report

Project Includes:

- Market Research & Analysis
- Lead Identification & Qualification
- Sales Strategy Development
- Client Communication & Engagement
- Performance Reporting
- Final Project Presentation

~ Outcome: Hands-on experience in lead generation, client acquisition, sales conversion, customer relationship management, and business growth planning.

From beginner to job-ready – Become an Business Development Executive (BDE) Professional in 1 Month.