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COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3|CIN:U72900HR2021PTC096283

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

1-Month Business Development Manager (BDM) Immersion Internship

Designed by: CountryEdu Private Limited

By CountryEdu Private Limited

(IT Managed Services & EdTech Solutions)

Program Objective :

- Understanding business development strategies, client acquisition processes, and revenue growth methodologies
- Developing expertise in market research, lead generation, sales planning, and relationship management
- Learning strategic business planning, team coordination, and performance management techniques
- Building skills in client engagement, negotiation, proposal development, and business expansion
- Understanding sales analytics, business forecasting, and customer retention strategies
- Preparing students for careers in Business Development Management, Sales Management, Account Management, and Strategic Growth Roles

Program Structure :

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

Week 1: BUSINESS DEVELOPMENT FUNDAMENTALS

- Introduction to Business Development
- Role of a Business Development Manager
- Market Research & Competitor Analysis
- Business Models & Revenue Streams
- Customer Segmentation
- Industry Analysis Techniques

~ Outcome: Strong foundation in business development concepts, market analysis, and growth opportunities.

Week 2: LEAD GENERATION & CLIENT ACQUISITION

- Lead Generation Strategies
- Prospect Identification & Qualification
- Client Outreach Techniques
- Sales Funnel Management
- Proposal & Pitch Development
- Relationship Building Skills

~ Outcome: Ability to generate quality leads, engage prospects, and convert opportunities into business growth.

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Week 3: SALES MANAGEMENT & BUSINESS EXPANSION

- Sales Planning & Strategy Development
- Negotiation & Closing Techniques
- Account Management Fundamentals
- Customer Retention Strategies
- Partnership Development
- Team Coordination & Reporting

~ Outcome: Ability to manage sales activities, client relationships, and business expansion initiatives effectively

Week 4: BUSINESS STRATEGY & PROJECT DEVELOPMENT

- Business Growth Planning
- Revenue Forecasting Techniques
- Performance Metrics & KPIs
- CRM & Business Analytics
- Industry Best Practices
- Project Development & Presentation

~ Outcome: Ability to create business growth strategies, monitor performance, and drive organizational success.

LIVE PROJECT & CAREER READINESS

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

- Business Expansion Strategy Plan
- Lead Generation & Conversion Campaign
- Client Acquisition Framework
- Market Research & Competitor Analysis Report
- Strategic Partnership Development Plan
- Revenue Growth Optimization Project

Project Includes:

- Market Research & Analysis
- Business Opportunity Identification
- Sales & Growth Strategy Development
- Client Acquisition Planning
- Performance Measurement & Reporting
- Final Project Presentation

~ Outcome: Hands-on experience in managing business growth initiatives, client acquisition, sales strategy execution, and performance optimization.

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