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COUNTRYEDU PRIVATE LIMITED

GSTIN : 06AAJCC6151A1Z3 | CIN : U72900HR2021PTC096283

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

2-Months 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 processes, sales strategies, and customer acquisition techniques
- Building strong communication, negotiation, and relationship management skills
- Learning lead generation, prospecting, and client engagement methodologies
- Developing expertise in market research, business growth planning, and sales pipeline management
- Understanding CRM systems, sales reporting, and business performance metrics
- Preparing students for careers in Business Development, Sales, Client Relations, and Corporate Growth

Program Structure :

- Duration: 8 Weeks (2 Months)
- Mode: Hybrid / Live / Classroom
- Tools Used: LinkedIn Sales Navigator, CRM Software, MS Excel, Google Sheets, Canva, PowerPoint, Business Communication Tools
- Final Outcome: Business Development Strategy Project + Internship Certificate

MONTH 1 – BUSINESS DEVELOPMENT & SALES FOUNDATION

Week 1: Introduction to Business Development & Corporate Growth

- Business Development Fundamentals & Industry Overview
- Understanding Sales Funnels & Customer Journey
- Corporate Communication & Professional Etiquette
- Business Models (B2B, B2C, D2C)
- Understanding Customer Needs & Market Demand
- Introduction to Revenue Generation Strategies

~ Outcome: Strong foundation in business development concepts, customer acquisition processes, and professional corporate communication.

Week 2: Lead Generation & Prospecting Strategies

- Lead Generation Fundamentals
- Prospect Identification & Qualification Techniques
- LinkedIn Prospecting & Professional Networking
- Cold Calling & Cold Emailing Strategies
- Customer Segmentation & Target Audience Analysis
- Sales Pipeline Creation & Management

~ Outcome: Ability to identify quality leads, build prospect databases, and execute effective customer outreach campaigns.

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Week 3: Client Communication & Sales Pitch Development

- Sales Communication Frameworks
- Effective Presentation & Pitching Skills
- Proposal Writing & Business Documentation
- Objection Handling & Negotiation Techniques
- Follow-up Strategies & Customer Retention
- Building Long-Term Client Relationships

~ Outcome: Ability to confidently present business solutions, handle objections, and convert prospects into customers.

Week 4: CRM & Business Data Management

- CRM Fundamentals & Customer Lifecycle Management
- Customer Database Management
- Sales Reporting & Performance Tracking
- Business Metrics & KPI Analysis
- Excel for Business Development Reporting
- Customer Interaction Documentation

~ Outcome: Ability to manage customer relationships professionally and analyze business performance through data-driven insights.

MONTH 2 – ADVANCED BUSINESS DEVELOPMENT & GROWTH STRATEGIES

Week 5: Market Research & Business Expansion Planning

- Market Research Techniques & Competitive Analysis
- Industry Trend Analysis & Opportunity Identification
- SWOT Analysis for Business Growth
- Customer Behavior & Buying Patterns
- Business Expansion Strategies
- Strategic Business Planning Fundamentals

~ Outcome: Ability to identify market opportunities, analyze competition, and develop strategic business growth plans.

Week 6: Corporate Sales & Client Relationship Management

- Enterprise Sales & Account Management
- Client Retention & Loyalty Strategies
- Business Meetings & Corporate Negotiations
- Partnership Development & Collaboration Models
- Customer Success Management Fundamentals

~ Outcome: Ability to manage professional client relationships and drive long-term business growth through strategic partnerships.

Week 7: Revenue Growth Modeling & Business Strategy

- Revenue Planning & Forecasting Techniques
- Sales Forecasting & Target Setting
- Business Growth Frameworks
- Conversion Rate Optimization Techniques
- Business Proposal & Deal Structuring
- Strategic Decision-Making Models

~ Outcome: Ability to create scalable business development strategies and optimize revenue generation processes.

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Week 8: Business Performance Optimization & Best Practices

- Sales Performance Evaluation Techniques
- Business Process Optimization
- Customer Feedback Analysis
- Business Risk Assessment Basics
- Corporate Ethics & Professional Standards
- Performance Improvement Planning

~ Outcome: Ability to optimize business processes, improve customer engagement, and implement professional growth strategies.

LIVE PROJECT & CAREER READINESS

Major Project Development

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

- Lead Generation & Prospecting System
- Sales Funnel & Customer Journey Project
- Market Research & Competitor Analysis Report
- Business Expansion Strategy Plan
- Client Acquisition Campaign
- CRM-Based Customer Management Project

Project Includes:

- Business Requirement Analysis
- Market Research & Opportunity Identification
- Sales Strategy Design & Implementation
- Lead Generation & Client Engagement
- Reporting, Analysis & Business Presentation

~ Outcome: Fully functional industry-level business development project demonstrating sales strategy, customer acquisition, and business growth planning capabilities.

From beginner to job-ready — Become a Business Development Executive Professional in 2 Months.