



**Cooperative Education Report**

**Driving Sales Growth and Crafting Effective Deal Strategies at Entegra Sources**

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**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education**

**Faculty of Business Administration**

**Academic Semester 2/2023**

**Siam University**

**Title: Driving Sales Growth and Crafting Effective Deal Strategies at Entegra Sources**

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We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2/2023.

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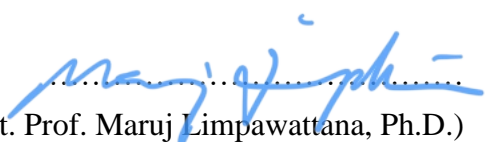
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**Semester/Academic year:** 2/2023

### ABSTRACT

This cooperative report entitled “Driving Sales Growth and Crafting Effective Deal Strategies at Entegra sources” includes a detailed overview of my Job role as a Sales Executive at Entegra Sources Pvt. Ltd. Entegra Sources is a business process outsourcing company based in Nepal that provides engineering design based services in different domains.

This cooperative education report consists of the roles and responsibilities carried out as a sales executive. The main objectives of study includes: 1) to analyze sales processes and implement negotiation tactics. 2) to gain practical experience and insights into sales operations 3) to develop skills such as leads generation and client communication and 4) to reflect on personal growth achieved during the Coop period.

Throughout the report, I have outlined detailed activities that I undertook, such as leads generation, client follow-ups, content creation and collaboration with the departments. By reflecting on the lessons learned, challenges faced, and achievements made, this report highlights my overall Cooperative Education experience at Entegra Sources and provides insights on how it has helped for my career growth.

**Keywords:** Sales, clients, business, communication

## **ACKNOWLEDGEMENT**

I would like to express my sincere gratitude to Siam University and Kathmandu College of Management for providing me the opportunity to contribute to business, which has enhanced my skills with exposure to a practical work environment. I would like to express my gratitude to Entegra Sources form providing me the opportunity to work as a Sales Executive for my professional growth.

I would also like to thank my academic supervisor Mr. Bikash Dahal for providing me proper guidance and support during the duration of my Coop studies and the completion of this report.

I would like to take this opportunity to give special thanks to Ms. Ayushma Shrestha, my internship supervisor at Entegra Sources, for supervising and supporting me throughout my journey of Cooperative Studies.

I would want to express my gratitude to my coworkers, family and the entire Entegra Sources team for their assistance in completing my Coop Studies, whether directly or indirectly to make my experience fruitful and insightful.

**Shridhi Shrestha**

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## CHAPTER 1: INTRODUCTION

This chapter provides a brief overview of Entegra Sources Pvt. Ltd, a subsidiary of Mayahold. The company's profile, organizational structure, intention and motivation of choosing this company is presented in this chapter.

### 1.1 Company's profile

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*Picture 1: Company Logo*



*Picture 2: Parent Company Logo*

Entegra Sources Pvt. Ltd, is a subsidiary company of Mayahold group, which is a Business Process Outsourcing company in Nepal. Entegra Sources was founded in 2015, which specializes in providing engineering services in various domains that best fits the requirements of a competitive business environment. The activity framework of Entegra Sources is based on preparing engineering based projects and engineering documentations after following successive modeling procedures. Entegra Sources provides numerous international clients with the successive delivery of design-based documents after an intensive research on different engineering topics and design creation.

Entegra Sources provides variety of services to its clients which focuses on high quality engineering design services, engineering documentations and technical writing services through

professional consultants. The company brings widest departmental categories in engineering services to its clients with quality delivery and value creation.



*Picture 3: Types of Engineering Services*

### **1.1.1 Mission of the company:**

As a company with endless possibility, Entegra Sources strives to be the finest choice for its employees, customers and partners with exceptional quality delivery of services.

### **1.1.2 Vision of the company:**

To be the fountainhead of new ideas and of innovators in technology.

### **1.1.3 Strategies of the Company:**

Entegra Sources uses various strategies to operate in the competitive business environment, collaborating with various customers, partners and agents. Entegra Sources is consistent on providing quality of services with professional consultants and use of high end technology.

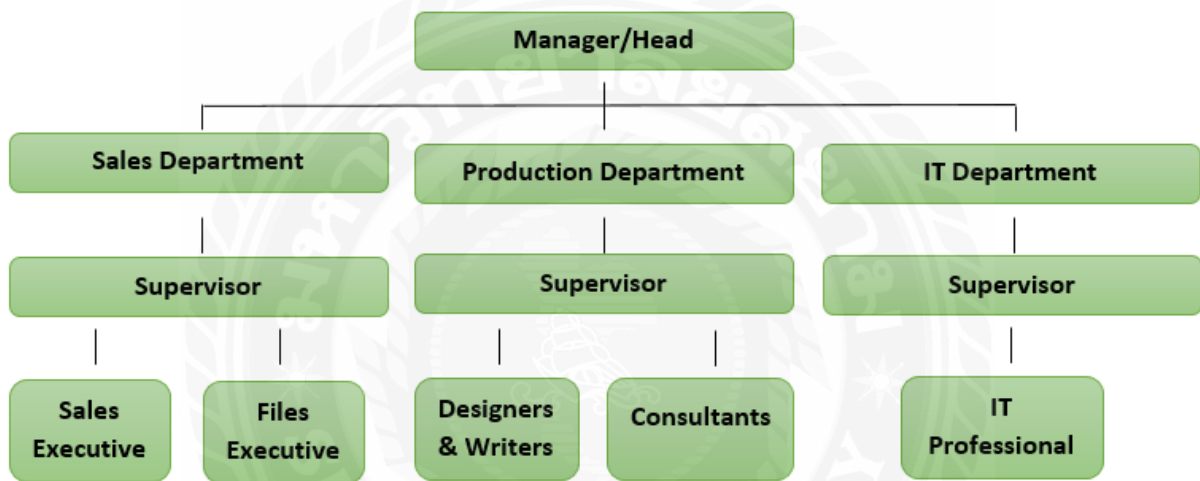
- Customized Service Outsourcing: Offer customized services to the clients to meet their demands and provide them quality service with the focus on client retention.
- High end technology: Use of high end technology developed by the company itself for efficiency and convenience.
- Focus on diversity and creativity: Encourage inclusivity and diversity by reaching out to a large pool of clients, providing them creative solutions to their demands.

- New trends: Follow recent trends that helps to bring out positive impact with innovation and creativity.

## 1.2 Organizational Structure:

### 1.2.1 Diagram of organizational structure

Entegra Sources has a unique pool of creative and diverse professionals. The organizational structure is presented below:



*Figure 1: Organizational Structure*

### 1.2.2 Job Position:

During the duration of my Co-operative Education, I worked as a Sales Executive in Entegra Sources Pvt. Ltd from February 4<sup>th</sup>, 2024 to May 26<sup>th</sup>, 2024. The job duration involved more than 16 weeks of continuous work, for the major task of generating leads with the engagement in conducting market research, identifying potential customers, communicating with clients through various online platforms.

### **1.2.3 Job Position in company's organizational structure.**

The company's organizational structure consists of many departments including Sales, Production, IT, HR. The sales department is responsible for generating new leads and handling client cases. The Production department collaborates with the Sales department for preparation of services for every client. IT department makes sure on the smooth running of all the works carried out in the system. I am the part of the Sales department, where my role as a Sales Executive includes negotiation with the clients that I have pulled and collaborating with Files Executives and the Production Department for handling every client cases effectively.

### **1.3 Intention and Motivation to join the company**

As a business student, I was always fascinated with how a company grows its business through market reach and attracting clients. My motivation to choose Entegra Sources came from my curiosity of business development and an enthusiasm for marketing, for business growth. I was particularly attracted to the focus on intensive marketing strategies for service outsourcing, of Entegra Sources and wanted to experience how the company functioned to fulfill client's demands.

Having always wanted to work and get exposure from a growing business, I was eager to learn through practice as a fresher, where I would be able to deal with international clients. I was striving to gain smart skills from the role itself, particularly wanting to test myself on the level of effort and dedication that I could put into the role. I had an ambition towards my personal growth through development of communication and interpersonal skills, and professionalism.

### 1.4 Strategic Analysis of the Company

For the strategic analysis of the company, I have presented a SWOT analysis for the company:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Benefit from cost efficiency, competitive pricing to clients and lower labor costs</li> <li>• Large pool of skilled, diverse professionals</li> <li>• High number of global clients</li> </ul>	<ul style="list-style-type: none"> <li>• High risk of data security</li> <li>• Communication barrier due to time zone differences.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Growing emerging markets</li> <li>• High technological advancement</li> <li>• Collaboration with new partners, agents and agencies.</li> </ul>	<ul style="list-style-type: none"> <li>• High competition from low cost service outsourcing companies</li> <li>• Disruption in technology</li> <li>• High dependency on key clients leading to risk of financial collapse if they cut spending.</li> </ul>

*Table 1: SWOT Analysis of the Company*

### 1.5 Objective of the cooperative study

During this cooperative study, my main objective is to enhance my professional and personal growth through learning in the field of business. I want to gain experience as a persuasive sales professional, with exposure from untapped markets, a diverse pool of clients and adapting proactive communication strategies. I intend to focus on deepening my understanding of effective sales techniques, developing rapport with the clients while achieving and exceeding sales targets set by my company. I aim for continuous development as a professional and improve my networking skills through interpersonal skills.

## CHAPTER 2: CO OP STUDY ACTIVITIES

### 2.1 Job Description

Job Position: Sales Executive

Worksite: New Baneshwor, Kathmandu

As a Sales Executive, I am responsible for many tasks for generating leads and for revenue growth. After familiarizing with all the products and services offered by our company, I am involved in procuring new clients through various social media marketing techniques and referrals. With intensive research and connecting with prospective clients, my responsibility includes maintaining meaningful relationships with existing clients as well ensuring client retention. As my major responsibility, I negotiate with clients to secure the most competitive prices and crafting marketing strategies to draw in more revenue from the clients to achieve assigned sales task. After I deal with a particular client, I collaborate with the production department regularly to make sure every client's cases are handled smoothly.

### 2.2 Job Responsibility

All of the roles and responsibilities during my job durations are as follows:

- Using social media platforms to attract new potential clients
- Daily follow up with new and old clients
- Content creation and consistent daily posts for social media marketing
- Actively monitor client status with production department
- Creating invoices for payment
- Connect with new and old agents/companies for collaboration
- Keeping track of transactions in ERP software
- Ask for referrals and reviews from closed clients
- Meet sales target provided
- Prepare presentations for sales trend

Description of each roles and responsibility:

- Using social media platforms to attract new potential clients

I engage in researching potential clients through social media platforms such as Facebook, LinkedIn, and Instagram and through the company website, connecting with them to discuss potential deals for mutual benefit. After pulling any new potential client, I record their contact details and background, then connect with them on WhatsApp for easy discussion and dealing. Till the end of my Coop duration, I was able to attract more than 30 clients from social media and close deals with 10 of them.

- Daily follow up with new and old clients

As a part of daily task, I connect with the new and old clients to know about their status, and provide them any update regarding the completion of their works. I interact with the clients through direct calls, messages or emails. If the clients were unresponsive to the calls, I used to keep their records and send them a follow up text through WhatsApp. Additionally, I used to contact them in 2-3 days, for a second follow up. This way, I was able to retain 3 old dormant clients for new closings. As a part of a follow-up, I also asked for feedbacks from the old clients regarding the service of the company.

- Content creation and consistent daily posts for social media marketing

I am responsible to make daily banner contents using the information on the offered services, engaging my creativity. On a regular basis, I create at least three banner contents for social media posts. After the creation of banners, I regularly post them in the social media; Facebook, Instagram and LinkedIn to increase client reach. I constantly stayed updated regarding any festive occasions, such as Women's day, Eid, New year's, Mother's day, that is celebrated internationally, and created a festive banner that would present wishes for the occasion and exclusive offer deals as well.

- Actively monitor client status with production department

After attracting a client, I make sure the client case is handled properly through daily enquiry with the production department. If any client comes up with any issue or queries regarding their case, I collaborate with the production department on how to handle the issue properly for the



convenience of the clients. For closed clients, I constantly take updates with them as well, regarding their status.

- Creating invoices for payment

I am assigned to create invoices for payments and send it to the clients. The invoices are created through a website named outinvoice, where I create the client database, update the deal amount, and create a link for invoices for international clients. For some clients, I send the bank account details for payment.

- Connect with new and old agents/companies for collaboration

I am also involved in researching new agents and companies who want to collaborate with the company for client dealings. For the networking, I usually send the potential agents and companies a formal proposal for mutual collaboration through email. For gathering new clients, I consistently interact with the old agents for mutual benefit. Through intensive research, I was able to attract a new agent as well. I proceeded with a formal email and a zoom meeting, where I discussed terms and conditions with him along with the commission structures for successful future dealings.

- Keeping track of transactions in ERP software

After receiving payments from clients, I promptly update them in the ERP software and assign the production department to start the work of the client. Transactions are recorded based on Initial Payments, Final Payments or Full payments based on the deal amount. I record the evidence of payment within the client transaction details.

- Ask for referrals and reviews from closed clients

As soon as I close a client deal, I ask for referrals from them to gain more clients and offer those discounts or service benefit. For client retention and more future collaboration, I engage in feedback sessions from the clients and ask them for reviews regarding the service they received from the company. I had closed more than 15 clients through referrals from the existing, old clients.

- Meet sales target provided

As a sales executive, my major task is to generate leads and meet the target provided by my supervisor. The sales target is provided on 15 days basis and extends up to a month for the fulfillment. On the month of March, I was able to meet both of the 15 day targets of the month. However, on the month of April, I was unable to meet the first 15 days target, while I met and exceeded the last 15 days target. Overall, I was able to hit the targets provided to me, of both the months of March and April.

- Prepare presentations for sales trend

After the end of every month, I prepare a presentation showcasing the sales trend of the month, where the client flow is compared within the first 15 and the last 15 days. I gather the feedbacks from my supervisors and rest of the team members for strategies that leads to growth of sales.

### **2.3 Activities in coordinating with the co-workers**

The daily activities are carried out through the collaboration with various departments and co-workers and my supervisor. As an in charge of sales, after the client comes up with a case, I collaborate with the files executive for verifying the client case after we receive the documents. If I have any trouble understanding the client cases, I take assistance from the other sales executives in my team, on how to deal with the case. After the verification has been done, I collaborate with the production department consultants and forward the client details. When necessary, I re-verify the client case with my supervisor.

For the daily banner making, I interact with the content creators and designers from the production department. I forward the content for the banner, and receive a designed banner for social media posts. If required, I discuss with the designers regarding the format, fonts, design and the content for the creation of an attractive banner.

For technical issues on social media platforms, I immediately consult with my supervisor and the IT department for solving the issue.

After a client has been closed, or if a client comes up with an issue, I promptly consult with my supervisor, and get advice on how to handle the case. For instance, if there is a difficult query of a client to be answered, I usually take the support from my supervisor on how to properly understand

it and communicate with them accordingly. As a fresher in the job position, I always received feedback from my supervisor on improvements to be made.

## 2.4 Job process diagram

Job process diagram for Leads generation:



*Figure 2: Job process diagram for Leads generation*

Job process diagram for Client closing:

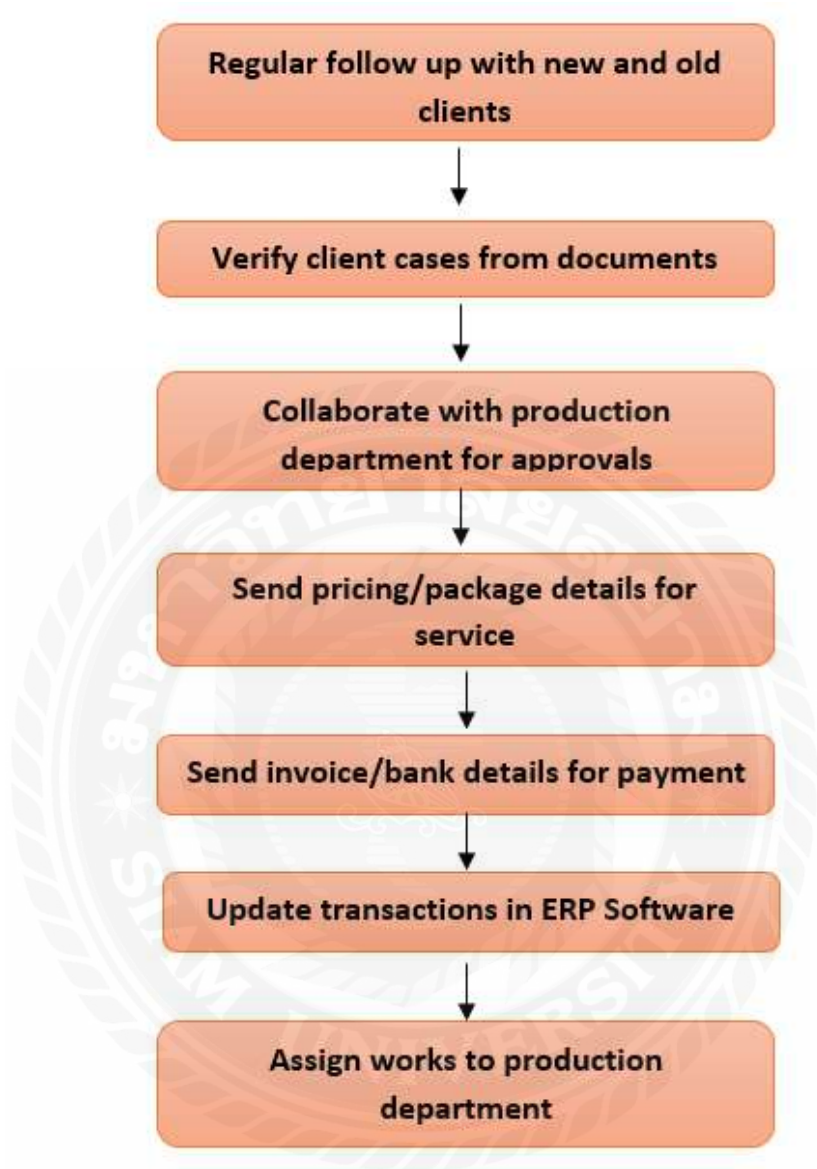


Figure 3: Job process diagram for Client Closing

Job process diagram for meeting Sales target:



*Figure 4: Job process diagram for meeting Sales target*

## **2.5 Contribution as a Co-op student in the company**

My contribution as a Sales executive has led towards revenue growth of the company and increasing client satisfaction. In brief, my role in the company extends to:

- Meeting sales target

As a sales executive, I am assigned with meeting the sales targets. I have hit the sales target of two months, March and April that was assigned to me.

- Bringing in new clients

I am engaged in bringing daily new clients for the company through various social media platforms. I have been successful to bring in more than 30 clients, and closed more than 10 deals with those clients.

- Building strong client relationship

I have communicated effectively with each client, new and old, ensuring all of their feedbacks are addressed. I am able to build client rapport, whereby the clients are impressed by the service of the company and willing to refer the service to their friends and family. From the existing clients, I am able to gather more than 10 referrals who are also willing to take the service.

- Effective communication

I have collaborated closely with the production department to ensure proper execution of sales and increase client retention. With constant follow ups with the clients, I have ensured that each client's concerns are addressed, with transparency.

- Accurate documentation

I have been engaged in proper documentation of sales transactions for efficient business operations. I also properly arrange every client's files, making sure that their files are easily accessible to my colleagues, and securing the folders at the same time.

## CHAPTER 3: LEARNING PROCESS

### 3.1 Problems and Issues of the Company

During the duration of my cooperative education, I encountered several problems and issues in the company. Some of the issues that needed improvement are as follow:

- Designation of varying degrees of tasks to individuals holding the same position

In the company, individuals holding the same positions had variations in the amount of tasks that needed to be completed. This caused some employees to experience a lot of stress in completing a series of tasks, while others who held the same position remained idle during most office hours. There is a lack of proper allocation of tasks to the employees.

- High dependency on external partners for revenue generation

As an outsourcing company, the company has a high level of dependence on external agents and partners for sales and business development. A small change in the availability of external partners disrupts the whole procedure of lead generation and revenue collection.

- Increasing risk of quality control due to large number of clients

The company deals with a large pool of clients in the market. Due to this, it is difficult for the company to maintain the quality of service for each client, ensuring the production of unique and distinct services.

- High competition within the teams for leads generation

As the business of the company revolves around sales and lead generation, there is high competition within teams in the company to attract more clients to meet sales targets. There is a significant difference in pricing and marketing strategies within the company itself.

- Performance evaluation through monetary terms

The performance of individual employees in the company is measured not by the amount of hard work, efficiency, or professionalism, but by the number of deal closings one is able to achieve. This has increased pressure among employees in the company to secure more leads and achieve sales targets, rather than focusing on personal growth.

### 3.2 Solution to the Problems

Here are the possible solutions to the problems of the Company:

- Delegation of authority

Assigning tasks that are based on personal skills and abilities would help in equitable distribution among the employees. This approach is beneficial in order to strengthen employees for their own skills and match individual abilities for efficiency. (Edgell, Gottfried, & Granter, 2016)

- Diversification of business revenue streams

A purpose of diversifying business revenue is to expand the opportunity of a business for gaining new earnings to strengthen the position of the company and reduce the dependency on single sources. This would help in assessing potential risks that is linked with current revenue sources of a business. (Forbes, 2023)

- Client segmentation and quality standards

Categorizing clients according to their needs and requirements helps a business to grow in terms of meeting the quality requirements. Establishment of proper quality criteria and metrics for the evaluation of the quality of product or services is significant for the success of a growing business. (FasterCapital, 2024)

- Knowledge sharing and strategies

A working environment must facilitate knowledge sharing sessions to exchange ideas and strategies for the growth of a business as a whole. This would ensure transparency within the employees and increase collaboration and motivation. (AIIM, 2021)

- Performance evaluation system

The evaluation systems of a company also has the greatest impact on its employees. Performance evaluation system must be based on the employee's efficiency and input. The practice of clear communication regarding the performance expectations to the employees would help them to meet goals with a high motivation for improvement. (Bhat, n.d.)



### 3.3 Recommendations to the company

Some recommendations I would like to present to the company are:

- Implement proper delegation of authorities

The company needs to implement a task allocation system which is based on individual abilities. Delegation allows the employees to invest themselves more in the work and improve the efficiency. This way, each employee has equitable distribution of responsibilities, so that there is less pressure and more productivity.

- Diversify business revenue streams

As the company has a large dependence on external agents for revenue generation, it should invest in establishing backup strategies to avoid any discrepancy that might arise with changes in availability of external partners.

- Establish proper quality standards and segment clients

The problem of quality assurance to a huge number of clients can be solved with segmentation and prioritizing the clients according to different cases. The company must develop specific quality standards for the service, and carry out inspections at various stages of production to identify deviations from quality standards.

- Develop unified strategies and knowledge sharing

The company must develop practice of collaboration rather than bringing competition between teams and individuals. Brainstorming sessions can be conducted so that teams can discuss on strategies for lead generation. To avoid competition there must be company-wide transparent communication, fostering collaboration.

- Establish holistic performance evaluation system

The company must take a holistic approach towards measuring the performance through leads generation as well as the professionalism and the efficiency of the employees. The employees also must be clear regarding what is expected of them. In this way, they can align their efforts accordingly and increase personal growth.

### **3.4 What I have learnt during Coop studies**

During the duration of my Coop studies, I strived to gain exposure to a completely new field other than my educational specialization. As a sales executive, I mainly wanted to gain interpersonal skills along with my personal and professional growth. Here are some of the valuable skills I gained from my Coop studies:

- Ability to negotiate with clients

As a part of my daily task, I negotiated with numerous clients, from different backgrounds, to come to an agreement. I have learned valuable networking skills, which involves discussing terms and conditions as well as the pricing and services with the clients for mutual agreements.

- Strong communication skills

The major skill I have mastered during the duration of Coop studies is communication and interpersonal skills. As I have to deal with clients every day, I have improved much on my communicating ability, whereby I can handle clients with ease regarding any case or scenario that they present to me.

- Time management

Despite of having a hectic schedule on daily tasks, I have learned on how to effectively allocate time to each task, with concentration, note taking and putting reminders. The job is demanding in the case of completion of tasks within a certain time period, therefore, I have been practicing to manage adequate time to each task.

- Self-motivation

With the level of pressure and the amount of works I had to complete on a daily basis, it is difficult to keep up with the same level of enthusiasm that I had on the first days. I have been learning to value the effort that I have put into my works, and appreciate myself every day for my hard work and dedication for my own personal growth.

- Ability to handle pressure

Over the duration of the Coop studies, I have learned to prioritize tasks and effectively manage my time to reach certain targets assigned. On a daily basis, negotiating deals and multitasking at the same time can be stressful. With a lot of patience, I have gained the ability to take one at a time, not putting too much pressure on myself for fulfilling what is expected of me.

- Relationship building

As a sales executive, I am responsible for developing meaningful relationships with my clients as well as my coworkers. In the situation where I require assistance, I actively collaborate with the people around. I have been gaining the support of my supervisor as well as my coworkers if I need any kind of assistance.

### **3.5 How I applied knowledge from coursework to the real working situation**

The Cooperative Education duration was a complete change of field of career pathway for me in terms of my educational specialization and knowledge base. As a sales executive, I had an entirely different way of application of my skills to solve the real life problems along with dealing with clients. I have mostly applied what I have learned during my coursework to practically see the cases through a different perspective.

As a finance student, knowledge of time value of money and risk and return analysis has helped me to understand the needs of the clients better. I have also learned to analyze financial position of clients before I prepare a sales pitch. My knowledge on financial modeling has helped to analyses potential impact of my offerings on client's financial outcomes. On the basis on risk management principles, I have learned to identify and address client's risk concerns, to build trust from a client as a sales executive.

During my course work, I have practiced on how to do proper market research and data compilation for analyzing each sample data. I have been able to apply the knowledge of market research of clients and understand their cases through this learnings.

### 3.6 Special skills and knowledge learned during Co-op studies

During the duration of my Co-op studies, I have been able to gain valuable skills leading a step forward for my personal growth. Some of the skills that I have gained are:

- Negotiation skills:

I have acquired the greatest skill of negotiating effectively with the clients to agree on mutually satisfied prices, terms and conditions and service benefits. As a key part of sales, I have had a significant growth on negotiation and strategy.

- Time Management:

As being involved in many tasks, I have become competent in managing time for the completion of each task in a particular period of time. Meeting deadlines by prioritizing tasks in a sequential basis has helped my overall working capacity during this job role.

- Adaptability and Resilience

The procedure of facing clients and meeting the sales target is difficult especially if there is unpredictability regarding the success of client dealings. I have encountered rejections for my sales pitching as well from various clients. Due to the situation, I have developed the skill of adaptability and resilience to face my failures and navigate challenges by learning through them.

- Sales techniques

As a sales executive, I have learned the most valuable skill that I could have ever mastered. Focusing on different techniques and strategies, such as closing deals, cold calling, and handling clients according to their demands, are crucial tasks for my role, which I have been learning through daily practice.

- Communication skills

I have constantly improved on my communication skill in terms of clarity, persuasiveness and professionalism while dealing with clients and also with my colleagues.

- Market Research

My work begins with market research and ends with market research. Through various online mediums, I have been able to gather client data, analyze on potentials and plan on how to deal with them and shape my strategies accordingly. Understanding market trends has been an essential learning step and challenge for me during my Coop studies.



## CHAPTER 4: CONCLUSION

### 4.1 Summary Highlights of Coop studies at this Company

This report highlights my major responsibilities, tasks, learnings and my achievements during the Coop studies at Entegra Sources. Throughout my Coop studies, I have stepped onto a larger learning platform beyond my specialization as a finance student. With a little to no-knowledge on sales and marketing field, I have grown to have in depth understanding regarding the subject, with a lot of training and continuous practice. As a part of the sales team, I was able to gain the firsthand experience on how dealings with clients are done through intensive marketing and negotiation with the clients.

I have been engaged in a series of responsibilities during the Coop studies. I have been involved in social media marketing and continuous research for leads generation. Along with the monitoring of transactions, I have collaborated with various departments to handle a single client case. The task of dealing with clients on a daily basis has given me an idea on proper sales techniques and negotiation strategies.

Moreover, I had a great opportunity to learn from an incredible team of professionals. With the guidance of my supervisor as well as my fellow team members, I was able to learn on how to properly manage tasks and get used to the hectic work environment. My supervisor had given me an important advice on sales after the completion of my training, “you need to be a considerate salesperson and a little bit money minded too, for obtaining higher sales”, which has stayed on my mind since I started to deal with clients.

Overall, my time as a Coop student in the company has been educational, transformative and enjoyable. It has pushed me to step out of my comfort zone to improve my abilities from the very first day. The duration of 16 weeks as a sales executive has shaped me professionally in terms of confidence, dedication and efficiency.

## **4.2 My evaluation of the work assessment**

Reflecting on my journey through a self-assessment, it is evident that even though I found it daunting and overwhelming at the start, I was able to find a way towards self-improvement and skills development. Initially, I had a difficult time to adjust into a completely different area of specialization, and had a lot of self-doubt on the matter, if this job role would be fit for my capabilities and knowledge. However, I have gained valuable experience through this work which focused on development of smart skills that leads toward my personal growth.

A significant part of my learnings is centered on my interpersonal skills and ability to deal with people on a regular basis. The constant interaction with clients and colleagues has refined my communication skills to deal with different scenarios with confidence and ease. Additionally, due to a demanding task of generating leads, I have slowly learned to take pressure as less of a challenge and more of a factor for the improvement of my performance.

Moreover, I have put myself forward in situations where I have to take initiative and responsibility of handling issues. For an example, I was questioned if I could take the entire role of a fellow resigned salesperson, by my supervisor, and I had confidently accepted the challenge just after the completion of training. Even though, the tasks was demanding, I had consistently pushed myself with self-motivation along with the guidance of my supervisor and colleagues.

## **4.3 Limitation of my Coop studies**

As insightful as it was, there are some limitations that I faced and noticed. The limitations are listed below:

- Working hours

The working hours of the company was starting from 7:00 a.m. to 3 p.m. with at least six and a half hours of work and less leisure time for refreshment. I felt that the flexibility in working hours would have been better if there was more break periods so that the work load would have been eased off.

- Ratio of work and salary benefits

I personally felt that there is a disparity between the workload and the benefits received as compensation for the amount of hard work during my Coop studies. Due to this issue, I had sometimes felt demotivated to give the amount of effort and dedication for the fulfillment of my job role.

- Trainings for newcomers

In my perspective, the trainings provided for the job role could be better in terms of supervision. I was provided documents and videos to understand the company services and guidelines. For 2 weeks, I had read the same documents without any direct supervision which was tedious and demotivating.

#### **4.4 Recommendations for the company**

Here are some recommendations that I would like to give to the company:

- Change in the training way for newcomers

The company could implement supervised and interactive learning sessions instead on solely relying on documents for training during the first days. This could be engaging and effective as it would create a space for immediate feedback and personal guidance if needed.

- Flexibility in working hours


The company could introduce more flexible breaks throughout the day, for ensuring workflow without hindering productivity of each employee. This would help in allowing the employees to feel refreshed during the working hours, despite of the amount of workload.



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## Appendices



Entegra Sources Pvt. Ltd.  
Mayahold Building, Kathmandu, Nepal  
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hr@entegrasources.com  
hello@mayahold.com

Date: 1<sup>st</sup> February, 2024

To: Shridhi Shrestha

Subject: Offer Letter

Dear Shridhi,

Greetings from Entegra Sources Pvt. Ltd, a subsidiary of Mayahold.

First of all, congratulations for being a part of our new family. We are pleased to offer you the position of Executive – Business Development / Sales at our group of business. We feel confident that you will bring your expertise and contribute your skills and experience to the growth of our organization.

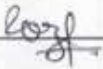
As per the discussion, your joining date & other details will be as following:

Position	: Executive – Business Development / Sales
Joining date	: 4 <sup>th</sup> February, 2024
Gross Package	: NRs. 25,000 monthly

Kindly confirm your acceptance of this offer by signing & returning a copy of this offer letter.

We look forward to welcoming you on board.

With best regards,



Authorized Signatory  
For Entegra Sources Pvt. Ltd.

Accepted by

Name: \_\_\_\_\_

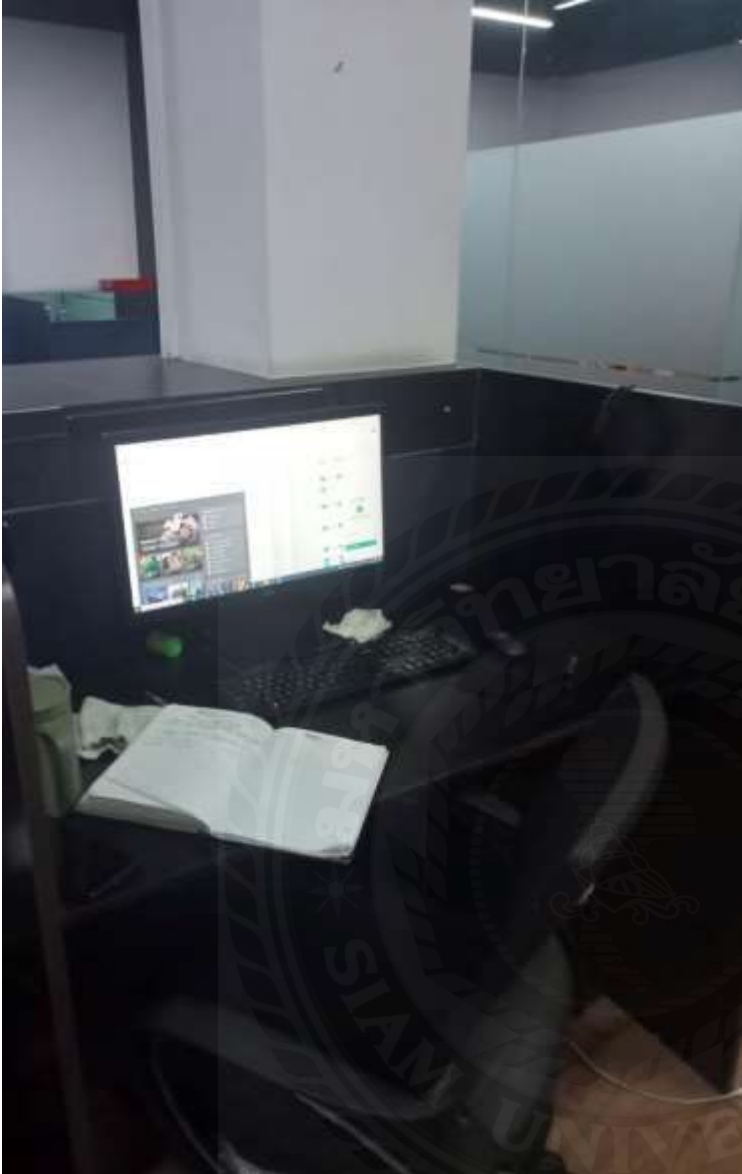
Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Annex 1: Offer letter from the company



Annex 2: ID Card



Annex 3: My Work Desk



Annex 4: Social Media Page of the Company