



Cooperative Education Report

Driving Sales Excellence at Soori Technology: Integrating Strategy, Outreach, and Innovation

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

Faculty of Business Administration Academic Semester 2/2024

Siam University

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Degree: Bachelor of Business Administration

Major: Marketing

Credit: 5 Credits

Faculty: Business Administration

Semester/Academic Year: 2/2024

Abstract

This report offers a thorough account of cooperative education experience at Soori Technology, a developing electronics and IT company situated in Kathmandu, Nepal. Duties as a sales intern included monitoring customer databases, facilitating client conversations, assisting with lead generation, and participating in digital outreach campaigns.

The internship provided opportunities to enhance client interaction strategies, apply effective sales techniques, and gain practical knowledge of both B2B and B2C selling strategies. Active participation in internal meetings supported the alignment of sales goals with marketing initiatives. Responsibilities also involved creating cold outreach materials and contributing to the development of digital lead tracking systems using Google Sheets and Forms. Coordination with the accounts and product teams helped ensure accurate client proposals and efficient after-sales service processes.

This report highlights how structured lead management, personalized client interactions, and digital organization tools can significantly improve sales performance in a competitive tech market. It emphasizes the importance of consistent communication, data-driven planning, and the application of classroom knowledge to fast-paced, real-world sales environments within Nepal's growing IT and electronics sector.

Keywords: Sales internship, B2B sales, client engagement, lead generation, sales strategy, digital outreach

Acknowledgement

I sincerely appreciate Siam University and Kathmandu College of Management for providing me with this co-op program, which has allowed me to develop both professionally and emotionally. It has been immensely beneficial for me to be able to use the platform they provide to apply what I have learnt in the classroom to a real-world situation.

My sincere gratitude is extended to my academic advisor, Mrs. Wannarat Wattananimitkul, and Assistant Professor Dr. Maruj Limpawattana. Their advice, encouragement, and support have been invaluable to me along this journey. They have been instrumental in transforming this experience into something significant.

I would like to express my sincere appreciation to Soori Technology for welcoming me as a sales intern. A special thanks to Mr. Subrat Banskota, Business Development Manager at Soori Technology, for being such a supportive and insightful mentor. His guidance helped me better understand the practical side of business development and made my time there truly enriching.

I also would like to express my gratitude to the entire teachers and staff at Siam University and Kathmandu College of Management for their unwavering support and encouragement during the entire process.

Finally, I could not overlook my wonderful family and friends. I appreciate your unwavering support, encouragement, and belief in me. You are my greatest source of motivation.

Manii Bhadra Lama

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Chapter 1: INTRODUCTION

An extensive overview of Soori Technology, a developing software development and IT firm with headquarters in Kathmandu, Nepal, is provided in this chapter. The primary goal of Soori Technology's operations is to provide creative services and high-quality digital solutions that address a variety of corporate requirements. In order to turn concepts into dependable technology solutions, the organisation assembles a committed group of developers, designers, and strategists. The profile of the company, its main goals, and the factors that led me to choose Soori Technologies as my place of employment are examined in the sections that follow. It is intended to develop the next generation of IT workers, and readers may learn a lot about Nepal's changing tech environment by looking at its objectives and structure.

1.1 Company Profile



Figure 1: Soori Technology Logo

Having its main office in Kathmandu, Nepal, Soori Technology is a privately held IT business that specialises in offering digital solutions, web and mobile applications, and high-quality software development. The company provides effective, scalable, and customized IT services with the goal of bridging the gap between business and technology. Soori Technology is dedicated to innovation and customer happiness, working directly with companies to comprehend their problems and produce significant outcomes.

The company's mission is to support technical excellence, ongoing learning, and customer-centric service delivery in order to support Nepal's expanding IT sector. Soori Technology

prioritises skill development through training programs and internships in addition to project-based services in order to foster the future generation of IT experts.

1.1.1 Company Mission

Empowering businesses with immediate access to cutting-edge technology and exceptional support.

1.1.2 Company Vision

To be a leading provider of Software Solutions to enhance operational efficiency and streamline processes for our clients.

1.1.3 Strategies of the company

Soori Technology follows a set of well-defined strategies aimed at establishing itself as a leading IT service provider in Nepal while also contributing to the national tech ecosystem. These strategies are centered around innovation, talent development, client satisfaction, and sustainable growth.

- **Focus on Customized Solutions**

Soori Technology emphasizes delivering tailored digital solutions to meet the unique requirements of each client. By understanding the business model and operational challenges of customers, the company aims to provide software and IT services that enhance efficiency, productivity, and user experience.

- **Quality-First Development Approach**

The company adopts a quality-centric development model, ensuring that each product undergoes rigorous testing, QA processes, and iterative improvements. This strategy builds long-term trust with clients and positions the company as a reliable partner in software development.

- **Investment in Talent and Training**

Soori Technology strongly believes in capacity building and invests in training its staff through workshops, internal bootcamps, and internship programs. This helps maintain a skilled and motivated workforce capable of adapting to the rapidly evolving tech landscape.

- **Agile Methodologies and Innovation**

The organization embraces agile development practices, enabling flexibility, faster delivery cycles, and enhanced collaboration across teams. This approach allows the company to respond quickly to market demands and technological changes.

- **Strategic Partnerships and Collaborations**

Soori Technology actively seeks to collaborate with local and international tech firms, academic institutions, and government bodies. These partnerships aim to broaden its service offerings, access new markets, and stay ahead in terms of technology and innovation.

- **Customer-Centric Service Model**

Client satisfaction is at the core of Soori Technology's operations. The company maintains a customer-first approach by offering continuous support, transparent communication, and proactive problem-solving throughout the project lifecycle.

- **Expansion through Digital Transformation Projects**

A key growth strategy is to help Nepali businesses undergo digital transformation—by modernizing their operations, developing custom software, and integrating cloud-based technologies. This not only boosts clients' performance but also expands Soori Technology's influence across sectors.

1.2. Organizational Structure

Organisational structure is the way a business sets up its departments, workers, and communication channels to accomplish its objectives and run smoothly. It describes the organization's hierarchy, functions, duties, and connections between various positions. Functional, flat, matrix-based, hierarchical, or hybrid models are all possible, depending on the organization's size, objectives, and culture.

Diagram of the organizational structure

Organizational structure of Soori Technology:

Soori Technology has a hierarchical and functional organisational structure that guarantees streamlined operations, effective communication, and defined roles. The Chief Executive Officer (CEO) is in charge of directing the organization's overarching strategy, vision, and important decision-making. The

Operations Manager, who serves as a liaison between divisions and oversees the organization's daily operations, reports to the CEO. The Technical Department, which consists of team leads, software developers, and quality assurance (QA) specialists in charge of product development and testing, is one of the company's several functional divisions. The Design Department prioritises user interface (UI) and user experience (UX) design to guarantee solutions that are both aesthetically pleasing and easy to use. In order to increase the company's market presence, the sales and marketing team is responsible for branding, digital promotion, and customer interaction. The Human Resources and Administration Department manages hiring, employee relations, and office administration in order to support the internal environment. Additionally, trainees and interns are supervised by seasoned professionals to obtain real-world experience and participate in ongoing initiatives. This organisational structure fosters creativity, responsibility, and teamwork within Soori Technology while enabling it to operate efficiently.

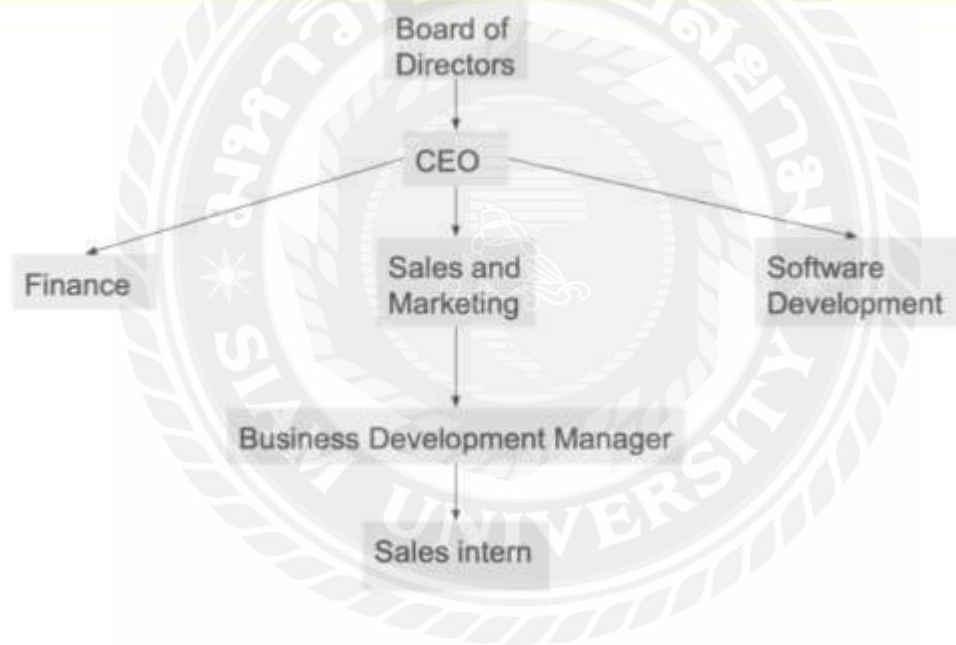


Fig 2: Organizational structure of Soori Technology Pvt. Ltd.

1.2.1 My job position

I worked as a sales intern at Soori Technology in Kathmandu during my co-op education studies. I gained invaluable practical experience in the real-world business setting of a developing digital company in this capacity. I was primarily responsible for generating leads, contacting potential customers, and keeping in touch with current clients as a member of the sales team. I frequently

assisted with duties including maintaining the client database, producing sales reports, and helping to prepare presentations and marketing materials. Additionally, I had the opportunity to interact with clients via social media, emails, and phone calls, all of which greatly enhanced my interpersonal and communication abilities. Working closely with both the sales and marketing departments, I learned how to understand client needs and offer solutions that matched the services Soori Technology provides. This internship not only helped me grow professionally but also gave me a clearer picture of how the sales process works in the tech industry.

1.2.2 My Job Position in the Company's Organizational Structure

I mainly reported to my job supervisor, Mr. Subrat Banskota, who is the Business Development Manager and directly works in the Sales and Marketing Department at Soori Technology. Under his guidance, I gained practical insights into the company's sales strategies, client handling approaches, and day-to-day business development activities.

1.3 My Intention and Motivation to Choose This Company as my Co-op studies workplace

The excitement of Soori Technology really appealed to me, so I decided to complete my CO-OP there. It's a rising star in Nepal's tech industry, and I appreciated how it strikes a mix between professionalism and a startup-style workplace that promotes creativity and learning. The opportunity to be a member of a team that uses digital solutions to support the expansion of nearby businesses most excited me. Sales and business development have always piqued my attention, so I thought this would be a fantastic opportunity to get practical knowledge of how tech companies connect with customers, cultivate relationships, and close deals. I also appreciated that Soori Technology is still in a growing phase—it gave me a closer look at how things work behind the scenes in a fast-moving business. Overall, I saw it as a great opportunity to learn, grow, and contribute to something meaningful in Nepal's evolving IT industry.

1.4 Strategic Analysis of the Company

Soori Technology is a fast-growing IT business in Kathmandu that specialises in providing clients with specialised tech solutions. Developing strong customer connections, prioritising quality above quantity, and maintaining flexibility through agile techniques are the main principles of their strategy. By providing learning opportunities and encouraging teamwork, they make an investment in their employees, which supports the upkeep of a positive internal culture. They let their work speak for itself by concentrating on reputation and recommendations rather than aggressive sales. Above all, they want to help Nepali companies go digital, demonstrating both social impact and sound business practices.

1.4.1 SWOT analysis of Soori Technology:

Strengths	Weakness
<ul style="list-style-type: none">● Skilled and Motivated Team● Customized Solutions for Clients● Growing Reputation● Collaborative Work Culture	<ul style="list-style-type: none">● Limited Market Reach● Resource Constraints
Opportunities	Threats
<ul style="list-style-type: none">● Rising Demand for Digital Services in Nepal● Potential for Strategic Partnerships● Innovation in Technology● Market Expansion	<ul style="list-style-type: none">● Strong Industry Competition● Fast-Changing Technology

Strengths

- Skilled and Motivated Team

The company has a young, energetic team that's always eager to learn and improve. This helps maintain a positive and innovative work environment.

- Customized Solutions for Clients

Instead of generic services, Soori focuses on understanding client needs and delivering personalized digital solutions, which builds strong client relationships.

- Growing Reputation

Even without massive marketing campaigns, the company is gaining recognition through word-of-mouth and consistently good work.

- Collaborative Work Culture

Team members across departments support each other, which increases productivity and creativity.

Weaknesses

- Limited Market Reach

As a growing company, Soori is still working on building its brand presence beyond a local or niche audience.

- Resource Constraints

With a small team and limited funding, taking on large-scale projects can be challenging.

Opportunities

- Rising Demand for Digital Services in Nepal

Many local businesses are now looking to go digital, and Soori is well-positioned to help them make that transition.

- Potential for Strategic Partnerships

By collaborating with larger tech firms or service providers, Soori could expand its offerings and market reach.

- Innovation in Tech (AI, Automation, etc.)

The company can explore new trends like artificial intelligence or automation to offer advanced services.

- Market Expansion

There's room to explore regional or international markets in the future, especially with the right positioning and services.

Threats

- Strong Industry Competition
Bigger IT companies with more resources and brand recognition could take away potential clients.
- Fast-Changing Technology
Staying updated with new tech trends requires constant learning and adaptation, which can be tough for a small team.

1.5 Objectives of this Cooperative Study

The main objective of my time as a CO-OP intern at Soori Technology was to close the knowledge gap between academic study and practical sales and marketing strategies in a tech company. As a Sales Intern, I was able to study how technology-driven companies create, market, and sell their services while actively participating in important sales processes.

Specific objectives included:

- Gaining practical exposure to sales cycles, from lead generation and client outreach to pitching services and follow-ups.
- Applying classroom concepts such as consumer behavior, digital marketing, and business communication in real client interactions.
- Understanding how the Sales and Marketing Department aligns with other functions such as product development and client support.
- Assisting in the preparation of sales reports, helping with campaign planning, and supporting team meetings with insights from market research.
- Strengthening essential workplace skills like communication, confidence, negotiation, and time management.
- Learning how small and growing tech companies manage client relationships and brand positioning in a competitive market.

During my internship, I worked closely with Mr. Subrat Banskota, the Business Development Manager, who provided me with mentorship and responsibility. I was able to participate in lead

generation efforts, offer suggestions during strategy meetings, and even participate in client discussions—experiences that greatly boosted my self-esteem and sense of purpose.

I learnt more about the strategic thinking required for building a service-oriented organisation through this CO-OP program than just the operational aspects of a tech company. It validated my enthusiasm in sales, marketing, and entrepreneurship and equipped me to tackle future business issues. Most importantly, it taught me that doing is the greatest way to learn, and this internship provided the ideal environment for me to develop, learn from my mistakes, and get better.



Chapter 2: CO-OP STUDY ACTIVITIES

2.1 My job description

As a Sales Intern at Soori Technology, I had the opportunity to be part of a fast-paced and engaging work environment where I supported the sales and business development team. My role mainly focused on assisting with lead generation, client communication, and helping the team with various outreach and sales strategies. It was a hands-on learning experience that gave me a solid understanding of how sales works in a tech-driven company. Key responsibilities:

- **Conducted Market Research**
Researched potential clients and industries to identify sales opportunities.
- **Supported Lead Generation Efforts**
Helped create lead lists, managed outreach through emails and messages.
- **Maintained CRM Database**
Updated client records, tracked follow-ups, and organized lead data accurately.
- **Shadowed Sales Meetings and Calls**
Observed real client interactions to learn pitching, negotiation, and relationship management.
- **Collaborated with Marketing Team**
Coordinated with marketing to align sales efforts with ongoing campaigns.

2.2 My job activities and responsibilities

❖ Conducted Market Research

I took an active role in exploring different industries and companies to identify potential clients who could benefit from Soori Technology's IT solutions. This helped the sales team focus on the best opportunities.

- **Identifying Potential Clients:** I researched a range of companies, from startups to established small and medium enterprises and larger corporations. The goal was to find businesses that might have a need for digital transformation or IT services.

- **Gathering Information:** I used tools like LinkedIn, official company websites, and business directories to collect important data such as company size, industry, and key decision-makers. This helped in building a clear picture of each prospect.
- **Understanding Client Needs:** I analyzed their existing digital presence and looked for signs of outdated technologies or inefficient manual processes that Soori's services could improve.
- **Prioritizing Leads:** Based on my research, I helped prioritize companies that showed the highest potential for successful partnerships, enabling the sales team to allocate their time and resources efficiently.
- **Sharing Insights:** I compiled my findings into detailed reports and lead lists, which provided the sales team with actionable intelligence for targeted outreach campaigns.

❖ **Supported Lead Generation Efforts**

I contributed directly to building the company's sales pipeline by finding potential clients and helping initiate contact.

- **Building Lead Lists:** After conducting research, I organized comprehensive lists of potential clients including their contact details like emails and phone numbers to streamline outreach.
- **Initial Outreach:** I wrote personalized and engaging emails and messages introducing Soori Technology's offerings to spark interest and open dialogue.
- **Following Up:** For prospects who didn't respond initially, I sent polite follow-up messages to remind them of our services and encourage further communication.
- **Qualifying Leads:** Based on responses, I classified leads as cold (not interested), warm (considering), or hot (ready to engage), helping the sales team prioritize where to focus their efforts.
- **Scheduling Meetings:** I coordinated with prospects to arrange meetings or product demos with senior sales staff, facilitating deeper engagement.

❖ **Maintained CRM Database**

A well-maintained CRM system was crucial for tracking and managing client relationships, and I played a key role in keeping it organized and accurate.

- **Data Entry:** I carefully entered all new lead and client details into the CRM system, ensuring accuracy and completeness.
- **Tracking Communication:** After every interaction—whether calls, emails, or meetings—I updated the CRM to log the details and current status of each lead, providing a clear timeline for the team.
- **Scheduling Reminders:** I set reminders for follow-ups, making sure no prospect was forgotten and opportunities were maximized.
- **Reporting:** I generated regular reports summarizing lead progress and sales pipeline status to inform the sales manager's strategic decisions.
- **Maintaining Organization:** I cleaned the CRM by removing duplicate entries and ensuring that data formatting was consistent, which made it easier for the team to retrieve information quickly.

❖ **Shadowed Sales Meetings and Calls**

By observing live sales interactions, I gained practical knowledge of effective communication and client engagement strategies.

- **Listening to Pitches:** I attended meetings and virtual calls where my supervisor and sales team presented Soori's products and services, paying attention to how they highlighted key benefits.
- **Handling Questions:** I observed how they addressed client questions and objections professionally, turning concerns into opportunities.
- **Understanding Client Needs:** Watching how the sales team actively listened and tailored their pitch to the client's specific challenges taught me the importance of a customer-focused approach.
- **Learning Communication Skills:** I learned important verbal and non-verbal techniques such as tone, confidence, active listening, and empathy, all crucial in building trust.
- **Taking Notes:** I documented key points and follow-up actions from these interactions to support ongoing communication and relationship building.

❖ Collaborated with Marketing Team

Working with the marketing team helped me understand how sales and marketing efforts align to maximize business growth.

- **Aligning Messaging:** I coordinated my outreach efforts to ensure they matched current marketing campaigns and promotions, providing a consistent message to potential clients.
- **Sharing Feedback:** I relayed insights from prospects and clients about what messaging resonated or caused confusion, helping marketing improve their materials and strategies.
- **Coordinating Campaigns:** I timed sales outreach activities to align with marketing initiatives such as new product launches or seasonal promotions, enhancing the impact of both teams' efforts.
- **Understanding Branding:** This experience taught me why maintaining consistent branding and messaging across all customer touchpoints is essential for building credibility and trust.
- **Joint Planning:** I participated in meetings where sales and marketing teams discussed strategies and collaborated, gaining a broader understanding of integrated business development efforts.

2.3 Activities in coordination with co-workers

The chance to collaborate directly with my coworkers was one of the most beneficial aspects of my internship at Soori Technology. I was embraced right away into a cooperative setting where people were willing to exchange ideas, provide assistance, and share knowledge. Being a part of a team that focused on collaboration and communication was just as important to my job as working alone as a sales intern.

- **Brainstorming with the Sales Team**

I was regularly included in team meetings where we came together to share ideas and plan how to approach potential clients. Everyone had a voice, including interns like me, and I found that my market research and insights were genuinely valued. It felt great to contribute to real strategies and see how our ideas turned into action.

- **Dividing and Managing Leads**

Working on lead generation was a shared task, so we often coordinated with one another to make sure we weren't overlapping or contacting the same person twice. We shared responsibilities based on industries or client profiles and regularly updated each other on our progress. This helped us stay organized and efficient.

- **Keeping the CRM Updated as a Team**

Maintaining accurate data in the CRM system was something we all took seriously. I collaborated with my teammates to make sure all lead information, follow-ups, and communication logs were up to date. If anyone noticed errors or missed entries, we'd check with each other to fix it together. It really felt like a team effort.

- **Learning from Each Other**

Aside from working on tasks, I also had the chance to shadow more experienced colleagues during client calls and meetings. Watching them handle client objections, answer tricky questions, or smoothly lead a conversation was incredibly insightful. They were always open to giving tips and even reviewed my email drafts to help me improve.

- **Collaborating with Marketing**

I also got to work closely with the marketing team. Together with my sales teammates, we ensured that the messages we sent to clients were aligned with the campaigns and promotions running at the time. We shared feedback from clients so the marketing team could adjust their content, and sometimes even planned outreach around product launches.

- **Supporting Internal Events**

Whether it was prepping materials for a client pitch or helping set up for a virtual meeting, I often teamed up with others to get things done smoothly. These moments gave me a deeper appreciation for the behind-the-scenes coordination that goes into professional operations.

In short, working alongside my co-workers helped me develop essential teamwork and communication skills. It made my internship experience more enriching, and I realized how important collaboration is in any professional setting. Everyone played their part, and together, we made things happen.

2.4 My job process diagram



Fig3. Job process diagram

- **Market Research & Lead Identification**
 - Conduct online research on potential clients (startups, SMEs, enterprises).
 - Analyze company size, digital presence, and tech requirements.
 - Prioritize leads based on suitability and potential value.
- **Lead Generation & Initial Outreach**
 - Build lead lists with contact info.
 - Craft and send personalized emails/messages.
 - Follow up with non-responders.
 - Qualify leads (cold, warm, hot).

- **CRM Management**

- Enter all lead and client info into the CRM system.
- Log communication history and interactions.
- Set reminders for follow-ups.
- Maintain data accuracy and generate status reports.

- **Shadowing Sales Meetings**

- Attend client meetings and calls.
- Observe professional sales pitches and how objections are handled.
- Take notes to learn and support follow-ups.

- **Coordination with Marketing Team**

- Align outreach with ongoing campaigns.
- Share feedback from prospects.
- Assist with timing outreach during product launches or promotions.

- **Internal Collaboration & Reporting**

- Coordinate tasks with team members.
- Update progress in team meetings.
- Share insights and performance reports with supervisors.

2.5 Contribution as an CO-OP student in the Company

During my internship at Soori Technology, I significantly improved sales operations, lead generation, client communication, CRM management, and cross-departmental cooperation. All of these initiatives were designed to assist the organization's business development objectives, improve the company's sales pipeline, and fortify customer relationships.

I actively participated in locating and investigating possible customers while working as a sales intern. In order to identify companies that could profit from Soori Technology's IT and digital solutions, I had to analyse organisations in a variety of industries. The sales team was able to prioritise high-potential prospects and save time on outreach because of my well-organised lead lists and thorough research.

Additionally, I made significant improvements to outreach and lead creation. By creating customised messages and pursuing prospects, I contributed to the development and growth of the sales funnel. This involved setting up initial calls or meetings with prospects, sending expert introductory emails, and qualifying leads based on answers. To make sure leads were appropriately tracked and followed up upon in a timely and strategic manner, I collaborated closely with Mr. Subrat Banskota, the business development manager.

Keeping the company's CRM system up to date was one of my essential duties. I made certain that every conversation history and prospect's information was precisely recorded. This made it easier for the sales team to communicate with one another and enabled us to efficiently track the development of each lead. Additionally, I produced frequent reports to back up conversations on sales strategy.

I was also able to learn how to effectively conduct client engagements by observing sales meetings and calls. I learnt how to listen to clients, handle concerns, and offer solutions that met their needs by watching my elders. These educational opportunities were essential to the growth of my interpersonal, communication, and listening abilities.

My role also included collaborating with the marketing team, ensuring alignment between promotional content and sales messaging. I shared prospect feedback with the team, which helped them refine marketing materials and campaign strategies. I assisted in timing outreach with marketing campaigns, such as promotional offers and new product pushes, to create more effective engagement.

Overall, my 18-week internship at Soori Technology gave me real-world exposure to how sales and business development function in a tech-driven organization. It helped me sharpen my research and outreach skills, understand CRM tools, and most importantly, see how teamwork and communication play a central role in growing a business. This experience not only allowed me to apply theoretical knowledge in a professional environment but also equipped me with practical skills that I will carry into my future career.

Chapter 3: LEARNING PROCESS

3.1 Problems/Issues of the company:

❖ Inconsistent Use of CRM System

One of the main challenges I noticed was the inconsistent use of the Customer Relationship Management (CRM) tool across the sales team. Although the CRM was meant to track leads, conversations, and follow-ups, not everyone updated it regularly.

This led to:

- Duplicated efforts — different team members unknowingly reaching out to the same lead.
- Missed follow-ups — if notes or next steps weren't recorded, valuable opportunities were sometimes lost.
- Confusion — it was difficult to tell who was handling which client and what stage the lead was in.

As someone responsible for maintaining CRM data, I realized how essential consistent updates are. Without them, even a great sales pitch could be forgotten or poorly timed.

❖ Broad Targeting Without Proper Market Segmentation

At Soori, we aimed to reach a wide variety of clients—from startups to larger companies. However, there wasn't a clear system to segment these leads based on their industry, size, or digital maturity. This made outreach feel a bit like guesswork at times.

For example:

- Some companies already had strong IT systems and didn't need our services, but we still reached out.
- Others that could benefit from our solutions were not given priority.

As someone conducting market research and building lead lists, I felt that with better segmentation, we could've focused more energy on high-potential clients and customized our approach to match their needs.

❖ Gaps in Coordination Between Sales and Marketing

I observed that although both sales and marketing teams worked hard, their efforts weren't always synchronized. Sometimes, the sales team would reach out to clients without being aware of an ongoing marketing campaign or offer—and vice versa.

This disconnect led to:

- Mixed messaging — prospects would receive different or outdated information.
- Missed momentum — we couldn't always leverage campaigns to support direct sales outreach.

When I worked with the marketing team, I saw how powerful it could be when both departments were aligned. Just a simple update on a new campaign could've helped us tailor our outreach and boost results.

❖ Lack of Analytical Insights for Improvement

Although we tracked lead activities and client responses, there wasn't much use of sales analytics to guide strategy. That meant we didn't have clear answers to questions like:

- Which type of clients were converting most often?
- What outreach methods were working best?
- Where were we losing leads in the funnel?

As someone who helped with CRM reports and updates, I felt we missed out on valuable insights that could have helped refine our sales approach, prioritize our efforts, and improve performance over time.

❖ Time Constraints in Following Up with Leads

The sales team at Soori Technology was relatively small, and because each member had multiple responsibilities, follow-ups with potential clients weren't always timely. This particularly affected warm leads — those who had shown some interest but weren't quite ready to commit.

Sometimes, we didn't have enough time to:

- Craft thoughtful follow-up messages
- Respond quickly to prospect queries
- Schedule and conduct timely demos or meetings

This delay often meant that potential clients either lost interest or moved on to another provider. I understood the importance of consistent engagement, and it was frustrating to see promising leads go cold just because we couldn't get back to them fast enough.

3.2 Solutions implemented for the problems

- **Educate Everyone to Use the CRM Tool:** One of the biggest problems was that people weren't updating the CRM on a regular basis, which caused confusion and missed follow-ups. Regular training sessions that are simple to comprehend might help team members become proficient with the system. The entire sales process runs more smoothly and dependably when everyone is aware of what needs to be updated and why.
- **Segment the Target Market More Clearly:** The sales staff can better tailor their approach by dividing the audience into smaller, more focused divisions (such as startups, educational institutions, or the healthcare industry) as opposed to attempting to reach out to all kinds of organisations. Communication becomes more relevant with focused targeting, increasing the likelihood that leads will become genuine customers.
- **Hold Regular Sales-Marketing Sync Meetings:** Sales and marketing often had overlapping goals but didn't always coordinate. A quick weekly sync meeting helps both teams stay aligned on campaigns, feedback, and strategy. This ensures that the messaging is consistent, and the timing of outreach aligns with marketing efforts, leading to better results.
- **Use a Simple Sales Dashboard:** It's difficult to determine what's working when data isn't easily viewed. Conversions, email open rates, and lead progress can all be seen by creating a simple dashboard with programs like Google Data Studio or Excel. This enables the sales staff to make more informed judgements based on actual data rather than assumption.
- **Automate regular follow-ups:** Sales representatives are frequently too busy to manually follow up with each lead. Even when representatives are busy, leads will remain warm if

automated email sequences are set up. This increases overall conversion, saves time, and maintains prospect engagement without putting additional strain on the team.

3.3 Recommendations to the company

As a result of my experience as a Sales Intern and observation of the company's operational flow, I have outlined the following key recommendations to support Soori Technology's growth, internal development, and external positioning:

- **Encourage a Learning Culture for Sales Tools and Digital Skills:** To empower the sales team and interns alike, the company should foster a culture of continuous learning through short training sessions, peer-to-peer knowledge sharing, and internal workshops focused on CRM systems, sales automation tools, and digital prospecting methods. This will increase efficiency and boost confidence in day-to-day operations.
- **Expand Industry Outreach through Partnerships:** Soori Technology would benefit from building collaborative relationships with academic institutions, tech hubs, and local entrepreneurship programs. These partnerships can serve as a source of business leads, internship pipelines, joint marketing opportunities, and thought leadership platforms.
- **Introduce a Sales Mentorship Program:** Formalizing a mentorship program within the sales department would support the onboarding of interns and new staff. Senior employees can guide juniors through shadowing, feedback sessions, and knowledge-sharing, leading to faster learning curves and more cohesive teamwork.
- **Refine the Company's Value Proposition by Segment:** To enhance the effectiveness of outreach, Soori Technology should consider developing tailored marketing and sales messaging for specific client segments (e.g., education, startups, NGOs). This approach increases relevance, improves engagement rates, and builds stronger relationships with potential clients.

- **Celebrate Small Wins to Boost Team Morale:** Acknowledging even minor achievements can significantly enhance team motivation. Implementing a simple recognition system—whether through weekly shoutouts, team emails, or token rewards—will encourage a positive, achievement-oriented work environment.
- **Develop Stronger Online Presence and Content Strategy:** A compelling online presence adds credibility to sales efforts. Soori Technology should invest in creating relevant website content such as blogs, service case studies, and client testimonials. These assets support brand authority and assist the sales team in gaining trust during initial outreach efforts.

3.4 What have I learned during the CO-OP studies

- **Real-World Sales Experience:** Understanding how sales operate in the actual world was one of the most important lessons I took away. I developed a practical grasp of the sales process by helping to identify possible leads and turn them into customers. I came to see that marketing a service involves more than just highlighting its benefits; it also entails establishing rapport, comprehending customer needs, and providing value.
- **Importance of Research and Preparation:** I discovered that effective sales are built on sound research. I had to learn about each possible client's background, activities, and how our services may help them before contacting them. I was able to approach conversations with greater assurance and make my communication more engaging and relevant as a result.
- **Communication & People Skills:** My writing and vocal communication abilities have greatly increased as a result of this internship. I developed my ability to communicate effectively and professionally through attending client meetings, writing business emails, and following up with calls. In order to better meet the demands of the client, I also realised how important it is to actively listen to what they have to say.

- **Teamwork and Coordination:** Working alongside the sales and marketing team taught me how important collaboration is. Sharing feedback, aligning on messaging, and supporting each other's goals helped us operate more effectively. I saw how every department contributes to overall company success.
- **CRM and Sales Tools:** I became familiar with using CRM (Customer Relationship Management) tools to log leads, track communications, and organize outreach tasks. This helped me understand how technology supports sales efficiency and why proper data management is critical.
- **Accepting Setbacks and Rejections:** I discovered that not all outreach efforts were successful, and I had to learn to accept rejection. Rather, I concentrated on understanding what worked, what didn't, and how I could do better the next time. I became more resilient and persistent as a result of this.
- **The Benefits of Adaptability:** New assignments, unforeseen difficulties, and educational opportunities arose daily. Whether it was reacting to an urgent client request, creating last-minute reports, or modifying new instructions, I had to rapidly adjust. I feel more capable of managing unpredictable work circumstances now that I have this freedom.
- **Applying Academic Knowledge Practically:** I saw how the concepts I learned in business classes—like customer segmentation, marketing funnels, and buyer psychology—come to life in a real business setting. This bridge between theory and practice helped me understand their true value and made my academic learning more meaningful.

Overall, this internship was more than just a short-term job—it was a stepping stone in my personal and professional development. It helped me grow into a more capable, confident, and career-ready individual.

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

- **Marketing Fundamentals:** During my internship, I directly applied concepts from my marketing coursework, especially those related to customer segmentation, positioning, and funnel strategies. I was able to identify and group potential clients based on business size, industry, and their current use of digital services. This helped me understand how to craft targeted messages that highlight Soori Technology's unique selling points. I also aligned my approach based on where the prospects were in the sales funnel—customizing outreach for cold leads, warm leads, or those closer to making decisions. This helped improve the quality and efficiency of our sales outreach.
- **Communication and Business writing:** My academic training in business communication played a vital role during my internship. I regularly wrote emails, follow-up messages, and internal reports, and I noticed how classroom exercises in crafting persuasive and concise messages made this easier. Whether I was drafting a cold email to a prospect or summarizing lead research for my supervisor, I used my writing skills to be professional, polite, and clear. I also learned how tone and language impact professional relationships, especially when communicating on behalf of the company.
- **Principles Of Management:** Concepts from management courses helped me see the bigger picture of how departments work together within a business. I understood how the sales department doesn't function in isolation but must closely align with marketing, product development, and client support. This made it easier for me to work with the marketing team while preparing lead messages, and to understand the operational steps that followed after a deal was closed. It also showed me the importance of strategy alignment and internal coordination in achieving overall business goals.
- **Customer Behavior:** Through consumer behavior courses, I gained insights into how and why customers make purchasing decisions. I used this understanding during lead research and client profiling. By studying a potential client's digital presence and business needs, I could identify pain points—such as a lack of automation or outdated systems—and connect those to the services Soori Technology offers. This helped me

prepare personalized messages and anticipate the kind of solutions each client might value, making my outreach more relevant and effective.

- **Strategic Thinking and Problem-Solving:** One of the most crucial abilities I brought to the job from the school was the ability to solve problems. I had practiced recognising problems and coming up with answers through group discussions and corporate case studies. I observed minor inefficiencies during my internship, such as irregular follow-ups or holes in CRM data. The sales process was streamlined thanks to my suggestions for improved lead labelling and organised follow-up schedules. These minor steps, which were based on theoretical understanding, gave me the impression that I was actually enhancing operations.
- **Teamwork and Leadership Skills:** Team projects during university helped me become a better collaborator, which I brought to my internship at Soori Technology. I worked closely with both the sales and marketing teams, and often volunteered to take the lead during outreach campaigns or lead list updates. I supported colleagues when they needed help with research and also assisted new interns in understanding the CRM process. My past experiences made me comfortable taking initiative, resolving misunderstandings, and contributing positively to a team-focused work culture.

3.6 Special skills and new knowledge I learned from this CO-OP studies

- **Handling CRM (Customer Relationship Management):** Tracking and managing leads with CRM software was one of the most useful skills I acquired. I gained knowledge on how to enter comprehensive data for every client, maintain track of previous conversations, and routinely update lead status. I was able to keep organised, promptly follow up with possible clients, and make sure that no opportunity was lost thanks to this service. I gained confidence over time in creating reports, utilising filters to rank prospects for outreach, and navigating the CRM dashboard.
- **Lead Generation and Qualification:** Using websites, business directories, and LinkedIn, I discovered how to efficiently conduct research and compile lead lists. I developed my ability to recognise possible customers who might profit from Soori

Technology's offerings. I was also taught to qualify leads by classifying them as cold, warm, or hot based on their size, tech requirements, and investment readiness. The sales staff was able to save time and concentrate on the most potential prospects as a result.

- **Sales Funnel Understanding:** Through this internship, I got hands-on experience working with the sales funnel. I learned the stages from prospecting and engagement to lead nurturing and final conversion. I saw how each stage requires different strategies and follow-ups. For example, top-of-the-funnel prospects needed more introductory information, while middle- and bottom-funnel leads needed more convincing through demos or case studies.
- **Market and Competitor Analysis:** Another technical function I performed was researching industry trends and competitors. I learned how to analyze what similar tech companies were offering and how Soori Technology could position its services uniquely. This helped us understand our value proposition better and tailor pitches accordingly. It also helped me understand how market trends can influence client decision-making.
- **Report Preparation and Performance Monitoring:** I was responsible for creating weekly reports to monitor the effectiveness of outreach, lead engagement, and conversion rates. I acquired the ability to evaluate what was effective and what needed improvement using data. My boss had access to these records, which were frequently used to improve sales tactics. I learnt from this experience how crucial measurements are for assessing performance.
- **Collaboration and Sales-Market Alignment:** I developed the technical skill of aligning sales initiatives with ongoing marketing campaigns. For example, I ensured that email messages reflected current promotions or service highlights being advertised. This coordination improved the consistency and timing of client communication, increasing the chances of engagement. Learning to work with another team while staying true to brand voice was both a strategic and technical lesson.

Chapter 4: CONCLUSION

4.1 Summary of highlights of your CO-OP studies at this company

As a sales intern at Soori Technology, I had a really fulfilling experience that helped me advance both professionally and personally. Getting practical experience in market research and lead development was one of the main highlights. I gained knowledge of how to find possible customers, assess their needs, and modify outreach tactics to work in practical situations—skills that are impossible to fully grasp in a classroom.

I also gained a practical grasp of how sales channels are organised and maintained in a professional setting by learning how to update and administer the CRM system, which was another significant turning point in my career. Another significant turning point was attending and taking part in client meetings and sales calls. I was able to observe firsthand how seasoned salespeople establish rapport and confidently address objections.

Working with the marketing and sales departments was one of the most rewarding aspects of my internship. I observed how these divisions collaborate, coordinating time and messaging to achieve optimal outcomes. It was satisfying to feel as though I was actually advancing the team's objectives, particularly when the information and analysis I gathered had a direct bearing on outreach tactics.

On top of that, the experience helped me develop essential professional soft skills like communication, time management, teamwork, and adaptability. These are takeaways that I will carry into any future role. Most importantly, my CO-OP studies helped me realize how much I enjoy business development and how important continuous learning is in a fast-moving tech company like Soori.

4.2 Your evaluation of the work experience

Being a sales intern at Soori Technology was an extremely worthwhile experience that was well above my expectations. I gained firsthand knowledge of a tech company's daily operations

during my internship, particularly in the fields of business development, marketing, and sales. Whether it was handling leads via the CRM system, conducting market research, or taking part in group discussions regarding sales strategy, I had the chance to apply my academic expertise.

The encouraging atmosphere was one of the nicest aspects of the experience. Throughout the internship, I received guidance from Mr. Subrat Banskota, the Business Development Manager, to whom I reported. Through his guidance, I was able to comprehend not only what needed to be done, but also why it was important for the expansion of the company. I felt like a valued team member rather than just a temporary intern after being given substantial responsibilities.

But there were also difficulties, much like in any actual workplace: meeting deadlines, dealing with unresponsive leads, and developing professional client communication skills. However, these difficulties also aided in my development. I improved my organisational skills, my ability to set priorities, and my communication confidence.

All things considered, this internship has been a very fulfilling educational experience. It helped me identify my career interests, strengthened my analytical and problem-solving abilities, and provided me with a solid foundation in sales operations. Above all else, it strengthened my desire to work for vibrant, forward-thinking organisations like Soori Technology.

4.3 Limitations of your CO-OP studies

While my internship at Soori Technology was an enriching and insightful experience, there were a few limitations that slightly restricted the depth of learning and contribution I could achieve.

I ran across a few restrictions when working as a sales intern at Soori Technology for my CO-OP studies, which somewhat affected the breadth and depth of my entire experience. The internship's brief duration was one of its main drawbacks. Even though I had the chance to work on worthwhile projects, the short time period prevented me from completing long-term projects or from seeing the entire sales cycle, from lead generation to ultimate conversion. Instead of participating in deal closing or monitoring post-sales follow-ups, which would have offered a more thorough learning experience, I devoted a large portion of my time to assisting with the first phases of outreach and research.

Additionally, as an intern, my role naturally came with certain boundaries in terms of responsibilities and access. I had limited exposure to strategic meetings or high-level decision-making processes within the company. This made it challenging to fully grasp the long-term business direction or contribute ideas at a strategic level. Moreover, while I collaborated with the sales and marketing team, direct communication with clients was often handled by senior staff, which limited my experience in handling client objections, negotiations, or relationship management firsthand. Despite these constraints, I remained proactive in learning from observation and feedback, and treated these limitations as stepping stones for my growth in a professional setting.

Despite these limitations, I treated every challenge as a learning opportunity and tried to make the most out of the time and resources available to me. The experience still gave me a strong foundation and prepared me well for future roles in sales and business development.

4.4 Recommendations for the Company

- **Enhance Intern Involvement in Sales Cycles**

Interns should be more involved in the entire sales cycle, not just lead generation or outreach. Allowing them to shadow client meetings, observe negotiation strategies, and participate in follow-up discussions will offer them a broader perspective and more meaningful learning experience.

- **Provide Access to Advanced Sales Tools and Dashboards**

Giving interns limited access to sales and marketing dashboards or CRM analytics can help them understand how data drives decisions. Even if it's view-only access, it gives them a better sense of how their tasks connect with the bigger picture of the company's performance.

- **Develop a Structured Onboarding and Training Program**

A short but focused onboarding program that covers the company's products, CRM tools, sales practices, and expectations would help interns start strong. It ensures they're not lost in the early days and can contribute more efficiently from the beginning.

- **Strengthen Coordination Between Sales and Marketing**

Encouraging interns to work collaboratively with both sales and marketing helps them

understand how campaigns support lead generation and customer outreach. This also nurtures teamwork and gives interns a clearer view of how departments function together.

- **Encourage Independent Projects and Presentations**

Giving interns opportunities to lead small projects like preparing a market analysis, customer profiling, or suggesting a sales strategy through a presentation can boost their creativity and sense of ownership. It also adds real value to the company by bringing in new insights.



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APPENDICES

Internship weekly word details

Week 1 (Jan 27–31, 2025)

Monday: Orientation and company introduction, met sales and marketing teams

Tuesday: Understood product offerings and target customer segments

Wednesday: Explored CRM system and how sales data is tracked

Thursday: Joined team discussion on current sales strategies

Friday: Created a personal plan for weekly learning goals

Week 2 (Feb 3–7, 2025)

Monday: Started market research on potential client segments

Tuesday: Built a lead database using online tools (LinkedIn, directories)

Wednesday: Identified top 10 prospective companies

Thursday: Compiled basic client profiles with key contact info

Friday: Shared research insights with supervisor and team

Week 3 (Feb 10–14, 2025)

Monday: Drafted cold outreach email templates

Tuesday: Sent introductory emails to warm leads

Wednesday: Recorded communication updates in CRM

Thursday: Observed supervisor handling client calls

Friday: Took notes on objections and responses during calls

Week 4 (Feb 17–21, 2025)

Monday: Followed up with leads who received emails

Tuesday: Joined virtual sales call with supervisor

Wednesday: Documented key client questions and concerns

Thursday: Suggested edits for sales pitch deck

Friday: Compiled weekly summary of outreach results

Week 5 (Feb 24–28, 2025)

Monday: Categorized leads into cold, warm, and hot

Tuesday: Helped schedule discovery calls for hot leads

Wednesday: Worked with marketing to align on messaging

Thursday: Created draft LinkedIn content for brand awareness

Friday: Gave weekly update to mentor with feedback

Week 6 (Mar 3–7, 2025)

Monday: Attended sales process training session

Tuesday: Updated CRM with new leads and call summaries

Wednesday: Learned how to set sales follow-up reminders

Thursday: Reviewed success stories and case studies

Friday: Helped research client industry trends

Week 7 (Mar 10–14, 2025)

Monday: Initiated conversations with new prospects

Tuesday: Practiced handling objections with mentor

Wednesday: Sent follow-up messages to interested leads

Thursday: Took part in internal sales review session

Friday: Created weekly engagement report for leads

Week 8 (Mar 17–21, 2025)

Monday: Reviewed competitors' digital presence

Tuesday: Suggested improvements for outreach email templates

Wednesday: Helped update lead qualification criteria

Thursday: Collaborated on revising client presentation materials

Friday: Presented progress to supervisor

Week 9 (Mar 24–28, 2025)

Monday: Reached out to past clients for feedback

Tuesday: Attended meeting with marketing to coordinate campaign

Wednesday: Drafted outreach copy aligned with campaign theme

Thursday: Created list of prospects suited for campaign

Friday: Shared updates in team briefing

Week 10 (Mar 31– Apr 4, 2025)

Monday: Monitored email response rates

Tuesday: Followed up with warm leads from previous campaign

Wednesday: Helped prepare slides for upcoming sales pitch

Thursday: Sat in on product demo call

Friday: Evaluated what worked from the last outreach effort

Week 11 (Apr 7– 11, 2025)

Monday: Assisted in compiling monthly sales performance data

Tuesday: Cleaned and updated CRM entries

Wednesday: Suggested better segmentation of lead data

Thursday: Documented successful sales tactics

Friday: Attended internal planning session for next month

Week 12 (Apr 14–18, 2025)

Monday: Analyzed performance of March outreach efforts

Tuesday: Worked on strategies to re-engage cold leads

Wednesday: Practiced demo walkthrough with team member

Thursday: Helped develop a FAQ list for prospects

Friday: Gave mid-internship update to supervisor

Week 13 (Apr 21–25, 2025)

Monday: Assisted with data entry and dashboard reporting

Tuesday: Created new visual summary charts for sales funnel

Wednesday: Trained with team on client negotiation tips

Thursday: Prepared mock pitch for peer feedback

Friday: Reviewed feedback and refined pitch

Week 14 (Apr 28– May 2, 2025)

Monday: Verified CRM accuracy across all active leads

Tuesday: Identified opportunities for process automation

Wednesday: Suggested LinkedIn strategies to generate leads

Thursday: Organized client folders and outreach logs

Friday: Summarized April progress for reporting

Week 15 (May 5 – 9, 2025)

Monday: Reviewed final lead statuses for April

Tuesday: Created simple lead tracker template

Wednesday: Documented best practices from internship

Thursday: Final touch on pending outreach emails

Friday: Shared key learnings with supervisor

Week 16 (May 12-16, 2025)

Monday: Final report preparation and review

Tuesday: Handed over updated CRM data and reports

Wednesday: Presented key takeaways to mentor

Thursday: Thanked team and shared farewell message

Friday : Internship officially concluded



Fig 4: At Soori technology

