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(AFFILIATED TO VISVESWARAYA TECHNOLOGICAL UNIVERSITY)

REPORT ON SUMMER INTERNSHIP

"Internship Carried at DesignSense Software Technologies Pvt. Ltd: Identification and generation of potential leads to support sales team of Designsense."

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Mechanical Engineering VII Semester

Submitted in partial Fulfilment of the requirements for the degree of

Bachelor of Engineering

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CERTIFICATE

This is to certify that the Internship titled **"Internship Carried at DesignSense Software Technologies Pvt. Ltd: Identification and generation of potential leads to support sales team of Designsense."** is a Bonafide work carried out by **Praful Kurtakoti (2SD22ME038)** submitted in partial fulfillment of the requirements for the award of the degree of Bachelor of Engineering in Mechanical Engineering of S.D.M. College of Engineering and Technology, Dharwad, Karnataka. (An autonomous institution affiliated to Visvesvaraya Technological University, Belgaum, Karnataka), during the year 2025-2026.

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DECLARATION

I hereby declare that this report on summer Internship titled **“Internship Carried at DesignSense Software Technologies Pvt. Ltd: Identification and generation of potential leads to support sales team of Designsense."**Is carried out by me under the guidence of **Dr. Sunilkumar Honnungar** , Department of Mechanical Engineering, S.D.M. College of Engineering & Technology, in the partial fulfilment of the requirement of the degree of Bachelor of Mechanical Engineering, SDM College of Engineering & Technology, Dharwad. I also declare that I have not submitted this dissertation work to any other university for the award of any other degree.

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Place: Dharwad

Date:

ACKNOWLEDGMENT

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I would like to express my sincere gratitude to the management and staff of **Designsense** for providing me with the opportunity to undertake my internship in their esteemed organization. I am especially thankful to the **HR department** for their continuous support and guidance throughout the internship period. I extend my heartfelt appreciation to all the engineers, supervisors, and fellow employees who generously shared their knowledge, helped, and made my learning experience enriching and enjoyable. Their encouragement and cooperation played a vital role in the successful completion of my project.

Praful Kurtakoti
2SD22ME038

ABSTRACT

During my internship at DesignSense Software Technologies, I had the opportunity to work closely with the sales team, gaining hands-on experience in the field of lead generation and business development. My primary responsibility was to identify potential clients and generate qualified leads to support the company's sales pipeline. This role allowed me to understand the process of building client relationships and the importance of strategic planning in sales operations.

I assisted in researching and analysing target markets to identify prospective clients, ensuring that the leads generated were relevant and aligned with the company's objectives. Through this process, I developed skills in using various tools and methods for lead identification and tracking, which are crucial for any sales-driven organization.

In addition to lead generation, I collaborated with the sales team to maintain accurate records and update client information, which helped streamline communication and follow-ups with potential clients. This experience enhanced my organizational skills and attention to detail, both of which are essential for effective sales management.

Overall, this internship provided me with practical exposure to the sales domain, particularly in generating and managing leads. It helped me develop a professional understanding of client acquisition processes and strengthened my ability to contribute effectively to a sales team in a real-world business environment.

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Fig1.1: DesignSense Logo

1.1 Company Overview:

DesignSense Software Technologies Pvt. Ltd., popularly known as **DesignSense**, is a Bengaluru-based technology company established in 2013. The company has emerged as one of India's leading **value-added distributors and developers of CAD (Computer-Aided Design) solutions**, catering to a wide range of industries including architecture, engineering, construction, and manufacturing.

DesignSense is the **exclusive nationwide distributor of BricsCAD** in India, a powerful alternative to traditional CAD software such as AutoCAD, Civil 3D, Revit, and Navisworks. Through this strategic partnership, DesignSense provides professionals, organizations, and educational institutions with cost-effective, efficient, and innovative CAD tools that enhance design productivity and streamline project execution.

The company not only distributes software but also actively develops its own products and plug-ins. Flagship solutions such as **GeoTools** and **CADPower** are widely recognized as extensions to BricsCAD that improve drafting, automation, and design capabilities in both 2D and 3D environments. These products are used across multiple sectors, offering enhanced functionalities like survey data management, infrastructure design, automated drafting, and productivity improvements.

By blending **global software distribution** with **indigenous product development**, DesignSense has positioned itself as a unique player in the CAD ecosystem—bridging the gap between international technology providers and local user needs

1.2 Vision and Mission:

At its core, DesignSense aims to empower professionals with tools that are:

- **Affordable** – making high-quality CAD and BIM solutions accessible.
- **Innovative** – providing tools that enhance user experience and solve real-world design problems.
- **Efficient** – ensuring users can achieve more with less time, cost, and effort.

The company's mission is not only to distribute software but to **create a complete design ecosystem** where users can leverage modern CAD solutions alongside productivity-enhancing tools. DesignSense emphasizes **user empowerment, skill development, and knowledge sharing** as part of its philosophy.

1.3 Products and Services:

DesignSense's portfolio includes both **internationally recognized CAD software** and **in-house developed solutions**.

- **BricsCAD**: A modern and flexible CAD platform that supports 2D drafting, 3D modelling, mechanical design, and Building Information Modelling (BIM). It is widely considered as a cost-effective alternative to AutoCAD, offering compatibility with industry standards.

- **GeoTools**: A productivity toolset that extends CAD software functionalities for civil engineering, surveying, and GIS professionals.
- **CADPower**: A versatile plug-in that offers additional drawing, editing, and automation features for everyday drafting tasks.
- **Vehicle Path Analysis Tools**: Specialized tools designed for civil engineering and infrastructure planning.
- **BIM and Infrastructure Design Solutions**: Providing architects and engineers with end-to-end solutions for design, documentation, and construction workflows.

In addition, DesignSense provides **technical support, training, and consultancy services**, ensuring that clients receive not only software but also the knowledge and expertise required to fully utilize these solutions.

1.4 Industry Position and Market Presence:

Over the past decade, DesignSense has steadily built its reputation as a **trusted CAD partner** in India. Competing with global software giants, the company's focus has been on **value-driven solutions** rather than expensive, license-heavy models. This approach has made DesignSense popular among:

- **Individual professionals** seeking affordable CAD alternatives.
- **Small and medium enterprises (SMEs)** requiring scalable design solutions.
- **Educational institutions** looking to provide students with industry-relevant tools.
- **Large organizations** in architecture, civil engineering, and manufacturing sectors.

The company's **customer-centric approach**, combined with its commitment to continuous innovation, has helped it carve a niche in the highly competitive CAD market.

1.5 Innovation and Development:

Unlike many distributors who solely resell international products, DesignSense invests heavily in **R&D and software innovation**. Its founder, **Rakesh Rao**, has been instrumental in developing products like GeoTools and CADPower, which have gained global recognition. These tools address specific gaps in mainstream CAD applications, enabling professionals to work more efficiently and productively.

DesignSense has also embraced the **BIM (Building Information Modelling)** revolution, offering solutions that help architects, engineers, and contractors collaborate effectively. By integrating global technology with local innovation, the company demonstrates a strong commitment to shaping the future of digital design in India.

1.6 Significance of Internship at DesignSense:

Completing an internship at DesignSense Software Technologies offers students and young professionals a unique opportunity to gain exposure to both **internationally recognized CAD platforms** and **indigenously developed tools**. Interns are able to:

- Understand the **CAD software distribution model** and its business significance.
- Gain practical knowledge of tools like **BricsCAD, GeoTools, and CADPower**.
- Learn how **software innovation** addresses the real needs of design professionals.
- Experience the dynamics of working in a **technology-driven, customer-focused organization**.
- Contribute to projects that combine **software development, technical support, and design problem-solving**.

This dual exposure—both technical and business-oriented—makes internships at DesignSense especially valuable for individuals aiming to build careers in CAD software development, civil engineering design, or related IT industries.

1.7 Conclusion:

DesignSense Software Technologies stands as a **pioneering company in India's CAD ecosystem**, blending global partnerships with local innovation. Its role as the exclusive distributor of BricsCAD, combined with its development of specialized plug-ins like GeoTools and CADPower, highlights its versatility and forward-looking vision.

For interns, the organization provides a fertile learning environment where theoretical knowledge meets practical application. By working with a company at the intersection of **technology, design, and innovation**, interns not only enhance their technical proficiency but also develop a broader understanding of how CAD solutions drive efficiency in real-world projects.

Chapter 2: Product Portfolio — DesignSense Software Technologies

DesignSense Software Technologies is a leading provider of CAD/BIM/Mechanical solutions in India, acting as the exclusive nationwide distributor for Bricsys products, and offering proprietary productivity tools and automation services. Below is a detailed breakdown of product / solution portfolio:

2.1 BricsCAD Lite:

BricsCAD Lite is the entry-level edition of the BricsCAD family, designed primarily for 2D drafting and detailing. It offers a familiar environment for users migrating from other CAD platforms, with full support for the industry-standard DWG format. Unlike many “LT” products, BricsCAD Lite allows LISP customization, enabling automation of repetitive tasks and improved workflow efficiency. The software is lightweight, cost-effective, and ideal for consultants, architects, and small businesses that need reliable drafting without the overhead of advanced 3D tools. Its interface is intuitive, reducing the learning curve for users transitioning from AutoCAD. The product also benefits from continuous development by Brics, ensuring compatibility and performance improvements with every release. For organizations focused purely on precision 2D documentation, BricsCAD Lite represents a robust and affordable choice.

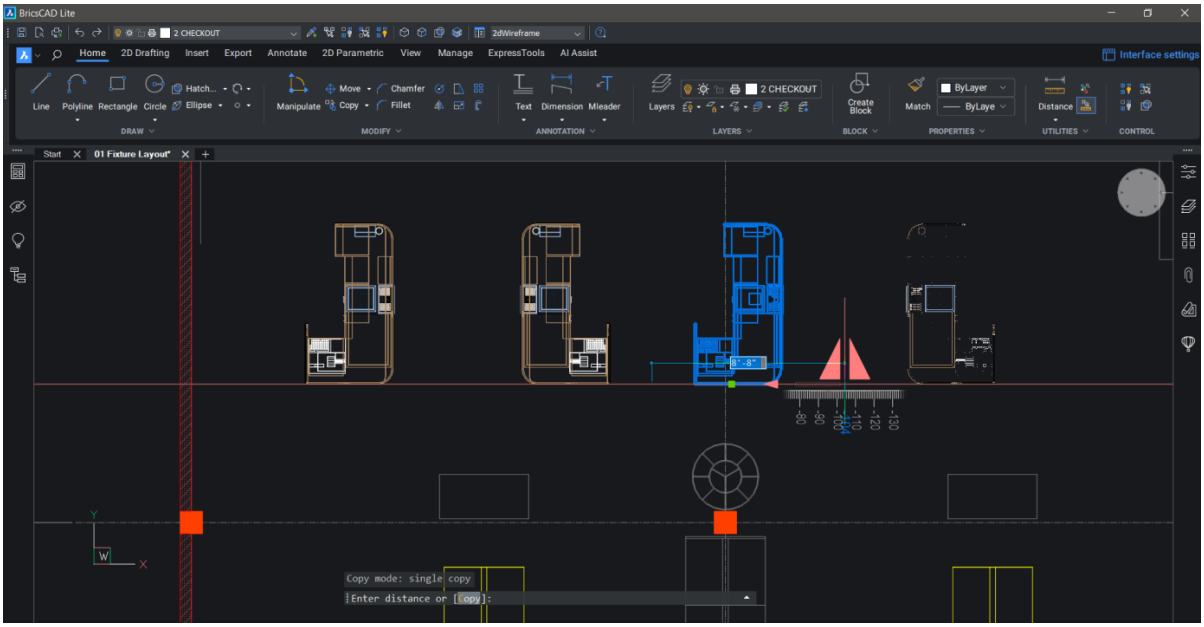

Fig 2.1: BricsCAD Lite Software Interface

Users who mainly need 2D design and drafting: architects, civil drafters, consultants, small firms.

2.2 BricsCAD Pro:

BricsCAD Pro expands upon the Lite edition by adding advanced 3D modelling and parametric design capabilities. It is a versatile platform for professionals who work in both 2D and 3D, providing tools for solid, surface, and mesh modelling. One of its key strengths is the powerful 3D constraint engine, which allows for intelligent parametric designs. It also supports point cloud visualization, enabling designers to work directly with laser-scanned data for renovation or infrastructure projects. Civil and surface modelling tools, such as TIN surfaces, further extend its applicability to civil engineering and land development projects. BricsCAD Pro is also the foundation for BricsCAD BIM and Mechanical, making it the core edition for multidisciplinary workflows. With its balance of affordability, DWG compatibility, and robust features, BricsCAD Pro is well-suited for organizations that need more than drafting but do not require specialized BIM or mechanical modules.

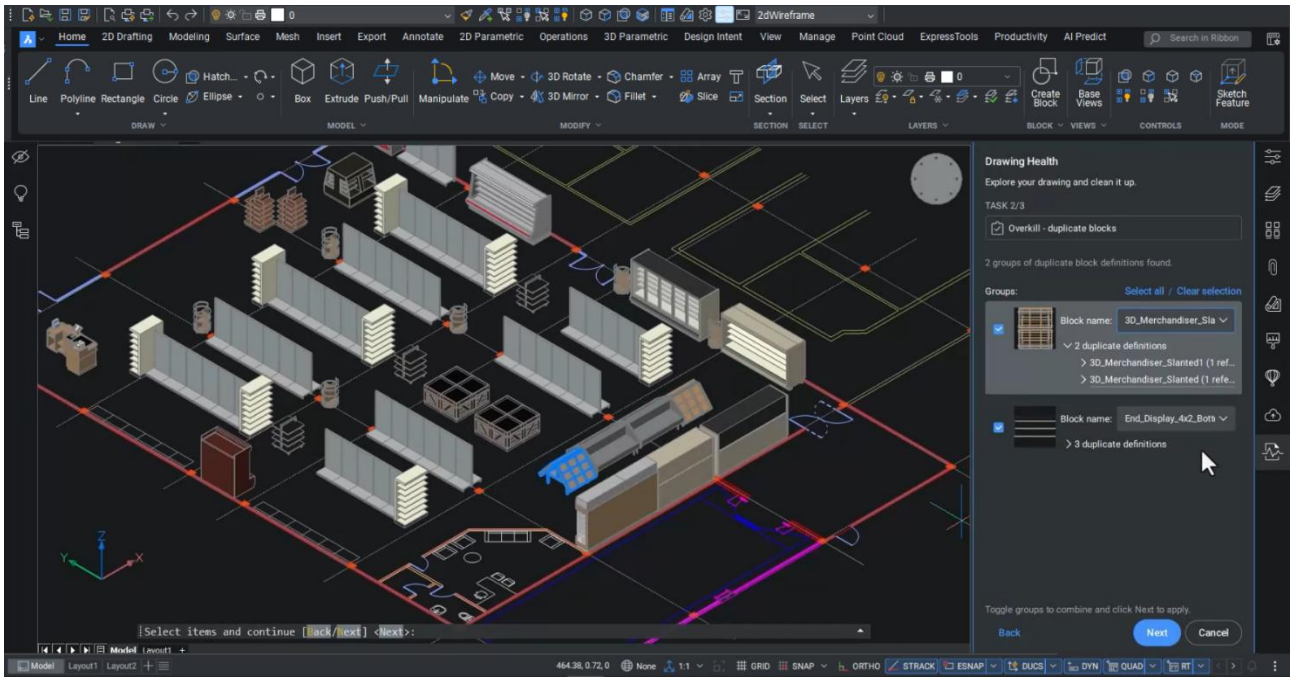

Fig 2.2: BricsCAD Pro Software Interface

2.3 BricsCAD Mechanical:

BricsCAD Mechanical is tailored specifically for the needs of mechanical engineers and product designers. It offers a complete toolset for 3D parametric modelling, assemblies, and sheet metal design within the DWG environment. One standout feature is its support for assembly modelling, allowing designers to create and manage complex product structures. The software includes tools for unfolded sheet metal designs, bend tables, and automatic BOM (Bill of Materials) generation. Exploded views and assembly documentation features streamline the manufacturing preparation process. Because it builds on BricsCAD Pro, Mechanical users also benefit from all general CAD features while gaining specialized tools that rival more expensive mechanical CAD systems. Its compatibility with industry-standard formats, particularly when paired with Communicator, ensures smooth collaboration across different platforms. BricsCAD Mechanical empowers engineers to take concepts through detailed design to production documentation efficiently and cost-effectively.

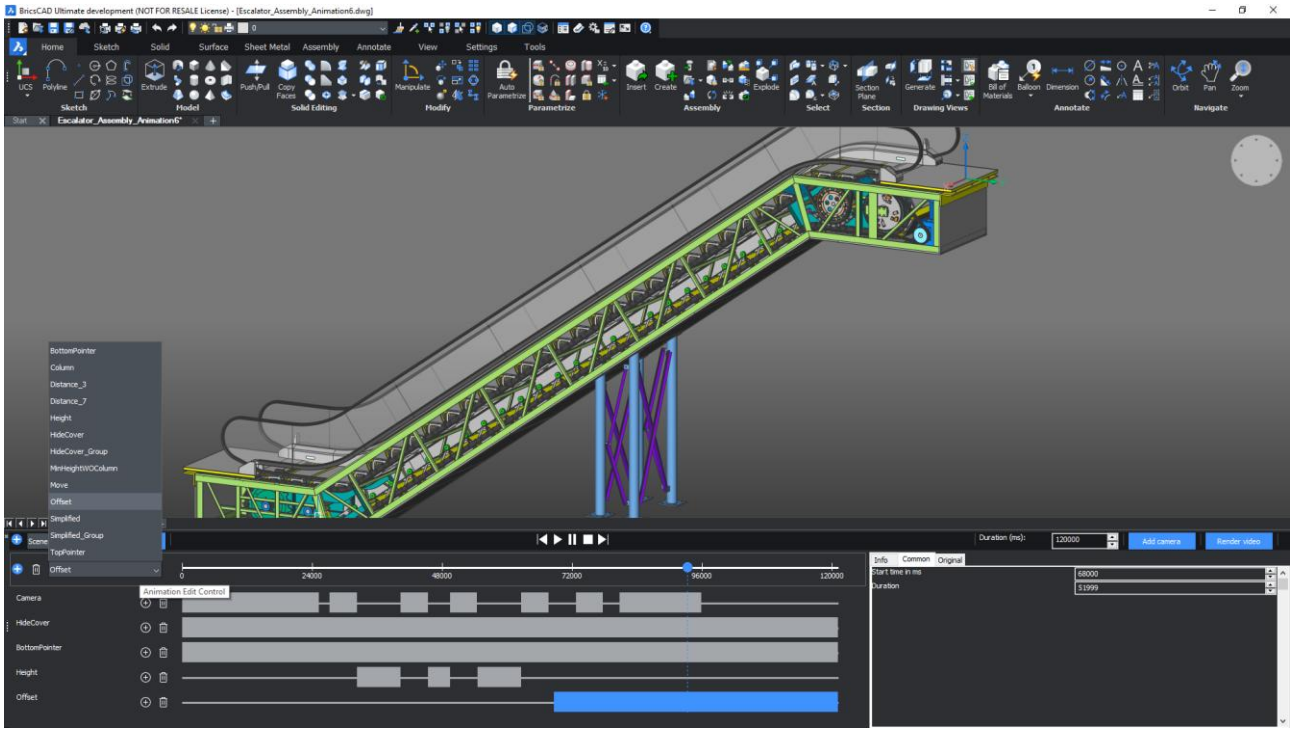

Fig 2.3: BricsCAD Mechanical Software Interface

2.4 BricsCAD BIM:

BricsCAD BIM provides a unique “Design First” approach to Building Information Modelling, focusing on creative freedom before enforcing classification or

standards. Unlike traditional BIM platforms that rely heavily on predefined parametric families, BricsCAD BIM uses CAD-accurate solid modelling, giving designers more flexibility and precision. AI-powered tools such as BIMIFY automatically classify building elements into BIM categories, while PROPAGATE replicates design details across a model, reducing repetitive work. It also supports continuous Level of Development (LOD), allowing projects to evolve seamlessly from concept to detailed BIM without rework. Full IFC support enables openBIM collaboration, ensuring interoperability with other platforms in the AEC ecosystem. The software integrates architecture, structural, and MEP design in a single environment, reducing the need for multiple tools. For firms seeking a cost-effective yet powerful BIM solution, BricsCAD BIM provides a strong alternative to established players like Revit or ArchiCAD.

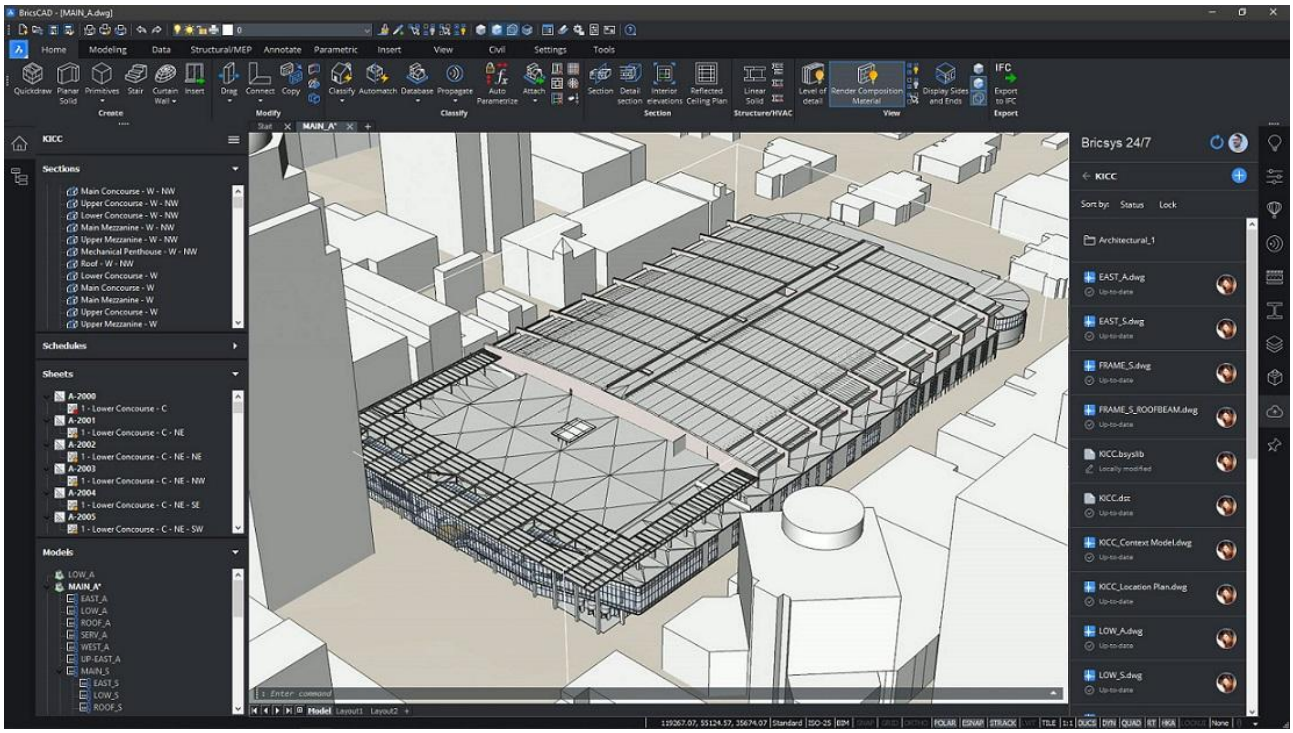

Fig 2.4: BricsCAD BIM Software Interface

2.5 BricsCAD Ultimate:

BricsCAD Ultimate is the all-in-one package that combines the full functionality of Lite, Pro, Mechanical, and BIM into a single installer and license. It is designed for organizations or professionals who work across multiple disciplines, ensuring that they do not need to choose between drafting, 3D design, mechanical

engineering, or BIM. This unified edition simplifies licensing management and provides maximum flexibility in workflows. Teams can seamlessly transition between drafting, product design, and architectural modelling without switching software. The Ultimate package is particularly valuable for large firms or multidisciplinary consultancies, where different departments require different tools but prefer to maintain consistency in their CAD environment. By consolidating all BricsCAD editions, Ultimate ensures maximum ROI and eliminates the need to purchase separate software packages. It also supports the Communicator add-on, making it a complete design ecosystem.

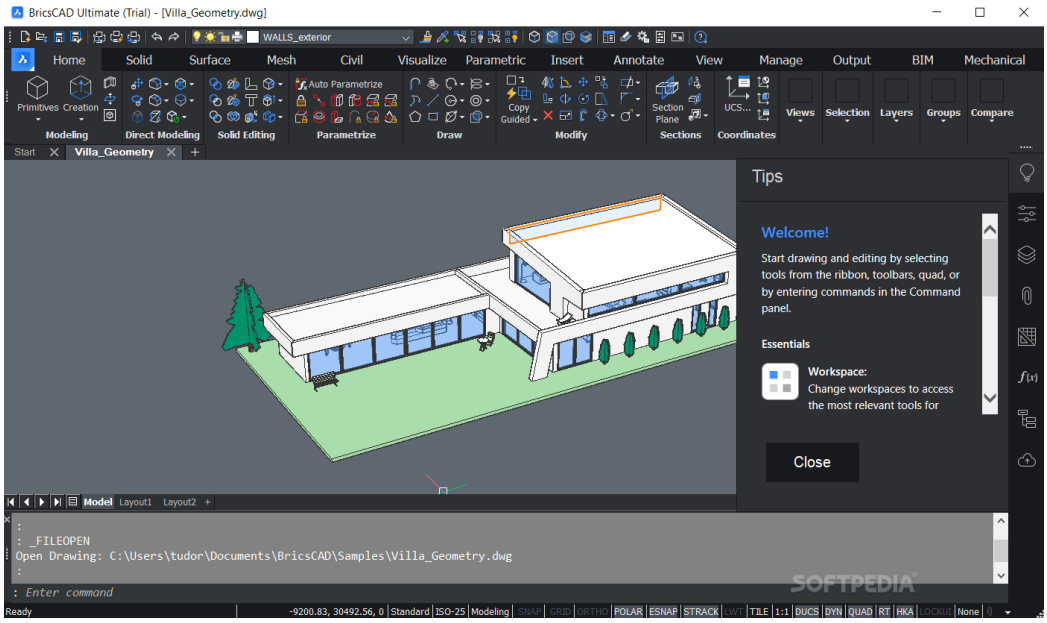

Fig 2.5: BricsCAD Ultimate Software Interface

2.6 BricsCAD Shape:

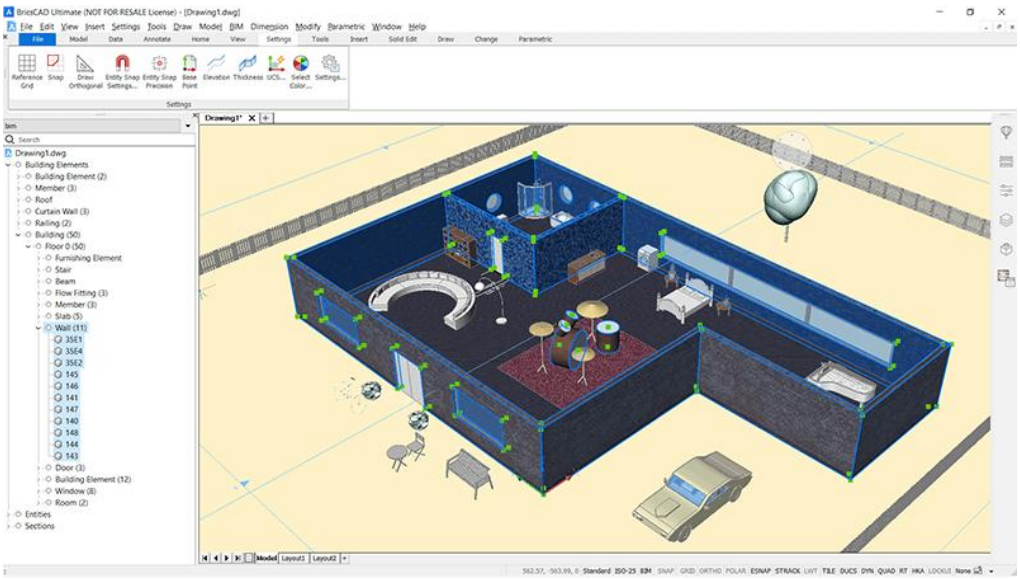

Fig 2.6: BricsCAD Shape Software Interface

BricsCAD Shape is a free conceptual modeling tool derived from the BricsCAD platform. It offers an intuitive push-pull modeling interface that enables users to quickly create and modify 3D concepts without being bogged down by technical constraints. Shape is intended for architects, designers, and students who want to sketch ideas in 3D before committing to detailed design. The tool includes a library of parametric objects such as walls, doors, and windows, helping users build space quickly. Since Shape is DWG-based, designs created here can be opened directly in BricsCAD Pro or BIM for further development. Despite being free, Shape maintains the accuracy and reliability of BricsCAD's modeling engine, making it more precise than other lightweight conceptual tools. It is an excellent entry point for new users who want to experience BricsCAD's capabilities before upgrading to paid editions.

2.7 Communicator for BricsCAD:

Communicator is a licensed add-on module that extends BricsCAD Pro, Mechanical, BIM, and Ultimate by enabling high-quality data exchange with other CAD platforms. It supports the import and export of major CAD formats such as CATIA, SolidWorks, Inventor, Creo, STEP, and IGES. This interoperability ensures that BricsCAD users can collaborate seamlessly with partners and clients who rely on different CAD ecosystems. Beyond geometry, Communicator also handles Product and Manufacturing Information (PMI), preserving design intent and reducing the risk of data loss during exchange. This makes it especially valuable in manufacturing workflows, where suppliers and contractors often use varied software. By bridging the gap between platforms, Communicator reduces rework, speeds up collaboration, and enhances BricsCAD's role as a central design hub.

2.8 CADPower:

CADPower is a powerful productivity add-on developed by DesignSense to enhance CAD workflows in BricsCAD and AutoCAD. It offers over 400 utilities and commands that automate repetitive drafting tasks, reduce manual work, and improve overall efficiency. The toolset spans multiple domains, including annotation, text, blocks, polylines, dimensions, and layouts, providing specialized functions that are not available in the base CAD platforms. CADPower

is especially useful for professionals who need to handle large, complex drawings, as it provides batch processing tools, layer management utilities, and advanced drawing cleanup features. It also includes conversion tools that help organizations migrate from AutoCAD to BricsCAD by replicating familiar functions and filling feature gaps. For users in architecture, civil engineering, and infrastructure design, CADPower offers time-saving routines that streamline documentation and standardization. Its integration into BricsCAD ensures a smoother transition for new users while significantly improving drafting productivity for experienced CAD professionals.

2.9 GeoTool:

GeoTools, another specialized add-on from DesignSense, is designed for professionals working with geo-data, survey drawings, and GIS-related projects. It extends BricsCAD and AutoCAD with over 300 commands that facilitate the creation, editing, and analysis of spatial data. GeoTools is widely used in surveying, mapping, infrastructure planning, and land management, offering functions such as automatic contour creation, polyline and point data handling, and topographic analysis. The software also includes powerful data import and export tools that support CSV, Excel, and GIS formats, enabling seamless integration between CAD and GIS environments. Survey engineers particularly benefit from its ability to process field data, generate terrain models, and prepare detailed survey maps quickly. GeoTools also provides cleanup and validation tools for geo-referenced drawings, ensuring accuracy and compliance with project requirements. By combining the precision of CAD with the intelligence of GIS workflows, GeoTools bridges a critical gap for professionals who operate in both domains.

2.10 CAD Software Comparison Table:

Table 1: Comparison of CAD Software.

Feature / Product	BricsCAD	AutoCAD	ZWCAD	DraftSight	GstarCAD	ActCAD
Cost	Lower	High	Lower	Medium	Moderate	Very Low
Licensing	Perpetual + Subscription	Subscription only	Perpetual + Subscription	Subscription	Perpetual + Subscription	Perpetual only
Performance	Fast + Lightweight	Stable but heavy	Lightweight	Medium	Fast and optimized	Decent (depends on specs)
2D/3D Support	Yes (Strong 3D + BIM)	Yes	2D/3D	Mostly 2D	2D/3D	2D/3D
Compatibility	DWG, DXF	DWG, DXF	DWG, DXF	DWG, DXF	DWG, DXF	DWG, DXF
Unique Add-ons	GeoTools, CADPower	Many plugins	Some plugins	Limited	Collaboration tools	PDF to DXF, Block Libraries
Automation Support	LISP, VBA, Python	LISP, .NET	LISP	LISP	LISP, .NET	LISP, .NET, C++
Target Users	Architects, Engineers, GIS	General CAD users	Small firms	Mechanical, 2D users	SMEs, engineers, architects	Freelancers, small businesses
UI/UX (Interface)	AutoCAD-like	Native AutoCAD	AutoCAD-like	Clean but basic	AutoCAD-like	AutoCAD-like
Country of Origin	Belgium	USA	China	France (Dassault)	China	India

Chapter 3: Sales Internship – DesignSense Software Technologies

3.1 Introduction:

This report summarizes my internship experience at **DesignSense Software Technologies**, a leading provider of CAD, BIM, and Mechanical design solutions in India. DesignSense is the authorized distributor of BricsCAD and related productivity tools such as CADpower and GeoTools, while also offering automation services and customization for CAD workflows. The company's portfolio serves architects, engineers, manufacturers, and infrastructure consultants by providing cost-effective alternatives to traditional CAD platforms such as AutoCAD.

My internship was primarily in the **Sales and Business Development** function. The core focus of my role was to **identify potential client organizations that were using AutoCAD** and compile this information into structured leads for my mentor and the sales team. This work was an essential part of DesignSense's growth strategy, as the company targets AutoCAD users who may benefit from migrating to BricsCAD's cost-efficient and feature-rich environment.

3.2 Objectives of the Internship:

The objectives of my internship were as follows:

1. Gain an understanding of DesignSense's product portfolio, especially BricsCAD and its editions.
2. Learn about the sales process and strategies used in the CAD software industry.
3. Conduct market research to identify organizations that use AutoCAD in their workflows.
4. Build a list of potential leads, categorized by industry and relevance.
5. Submit the compiled data to my mentor to assist in future sales outreach.

6. Develop communication, analytical, and organizational skills within a professional environment.

3.3 Understanding the Product Portfolio:

Before beginning sales-related activities, I was trained to understand the solutions offered by DesignSense. The company provides a comprehensive portfolio that includes:

- **BricsCAD Lite** – A 2D drafting tool comparable to AutoCAD LT.
- **BricsCAD Pro** – Adds 3D modeling, surface design, and parametric tools.
- **BricsCAD Mechanical** – Special tools for assemblies, sheet metal, BOMs, and exploded views.
- **BricsCAD BIM** – A "Design First" BIM platform with AI-based classification and IFC support.
- **BricsCAD Ultimate** – Bundles all editions into a single license.
- **BricsCAD Shape** – A free conceptual 3D modeling tool.
- **Communicator for BricsCAD** – An add-on for interoperability with other CAD platforms.
- **CADPower** – A DesignSense-developed productivity add-on with 400+ tools.
- **GeoTools** – A geo-data toolset for survey and GIS professionals.
- **AX3000** – An MEP BIM solution for mechanical, electrical, and plumbing consultants.
- **Automation & Customization Services** – Tailored development to optimize CAD workflows.

This understanding was crucial for positioning BricsCAD against AutoCAD when identifying potential leads. The key sales pitch centers on BricsCAD's **DWG compatibility, lower licensing cost, perpetual ownership option, and additional productivity benefits.**

3.4 My Role and Responsibilities:

As a Sales Intern, my work involves **research and lead generation**. The process included:

- **Identifying industries**: I focused on sectors where CAD software is extensively used, such as architecture, construction, manufacturing, and infrastructure.
- **Finding companies**: I searched for firms using AutoCAD, especially medium to large organizations where software licensing costs are a significant factor.
- **Data collection**: For each company, I gathered basic details such as name, location, industry type, and whether CAD software is a critical part of their workflow.
- **Lead submission**: All collected information was regularly submitted to my mentor, who used it to evaluate prospects for BricsCAD licensing discussions.

This role helped me contribute directly to the **sales pipeline** of the organization, as the data I compiled formed the basis for outreach and conversion strategies.

3.5 Lead Generation

Table 2: Lead Generation.

Company Name	locations	Products	email	Software Using
Hindustan Aeronautics LTD(HAL)	Bengaluru	Aircraft,defence equipment	chairamn@hal-indi.com.in	Catia, Autocad
Tata Hitachi construction Machinery	Dharwad	Excavators, loaders.	info@tatahitachi.com.in	Autocad
BEML Limited	Bengaluru	Mining machinery,metro coaches.	coord@bemlltd.in	Solid edge Catia
Visvesvaraya Iron & Steel Plant (SAIL-VISL)	Bhadravati	Steel, pig iron, alloy steels	mvb_reddy@sail-visl.com	Autocad
Bosch Limited	Bengaluru	Auto components, electronics, power tools	bpt@in.bosch.com	Catia, Ansys, Matlab
ABB India Ltd	Bengaluru	Electrical motors, transformers, automation	contact.center@in.abb.com	Autocad
Centum Electronics	Bengaluru	Microelectronics, subsystems (ISRO supplier)	sales@centumelectronics.com	Mentor Graphics, CADENCE
Dell India Pvt Ltd	Bengaluru	Laptops, PCs, workstations	dell_india_care@dell.com	PCB CAD, SolidWorks, Pro-E
TVS Motors Company	Mysuru	Motorcycles, Scooters.	tvsmcom@tvsmotor.com	Catia,Solidworks.
Toyota Kirloskar Motors,Pvt Ltd.	Bidadi, Ramanagara District, near Bengaluru	Cars(Innova, hybrids etc)	voc@toyatobharat.com	Catia, Siemens

3.6 Skills and Learning Outcomes

During the internship, I gained several skills and insights:

- **Product Knowledge**: I learned how to differentiate BricsCAD from AutoCAD in terms of features, cost, and licensing flexibility.
- **Market Research**: I became proficient in identifying target organizations through online research, databases, and industry references.
- **Sales Strategy**: I understood the importance of lead generation as the foundation of any sales process.
- **Team Collaboration**: Regular discussions with my mentor improved my ability to communicate findings and refine my approach.
- **Professional Development**: The internship enhanced my confidence, discipline, and understanding of how business development functions in a technology-driven company.

3.7 Challenges Faced:

Like any professional assignment, my internship had certain challenges:

1. **Data Verification** – Ensuring that the companies I identified used AutoCAD was not always easy, as this information is not always public.
2. **Market Size** – The number of potential users is vast, so narrowing the search to relevant companies was time-consuming.
3. **Technical Learning Curve** – Initially, it was challenging to understand the technical aspects of BricsCAD versus AutoCAD, but training sessions helped me overcome this.
4. **Prioritization** – Some companies were large enterprises, while others were smaller firms. Learning how to prioritize high-value leads was a key learning point.

3.8 Contribution to the Organization:

My contributions during the internship included:

- Preparing a **list of companies** using AutoCAD, segmented by sector.

- Highlighting prospects where **BricsCAD's cost advantage** could be a compelling value proposition.
- Providing the sales team with data that could support **direct outreach and presentations**.
- Acting as a bridge between market research and the practical application of sales strategy.

Though my role was focused on research, it played an important part in **expanding the sales funnel** for DesignSense, which directly supports revenue growth.

3.9 Conclusion:

My internship at DesignSense Software Technologies was a valuable learning experience that gave me practical exposure to the sales side of the CAD software industry. By researching and identifying companies that use AutoCAD, I contributed to the organization's effort to position BricsCAD as a cost-effective and feature-rich alternative. I gained not only technical knowledge about CAD solutions but also important professional skills such as research, communication, and teamwork. The experience has reinforced my interest in sales and business development , while also broadening my understanding of how technological companies drive market penetration. Overall, the internship was both insightful and rewarding, and it has provided me with a strong foundation for my future career.

Chapter 4: Results and Conclusions

4.1 Results:

During my internship at **DesignSense Software Technologies**, I was able to achieve the objectives that had been outlined at the beginning of the program. My primary responsibility was to identify companies that actively use AutoCAD and compile this information into a structured list for submission to my mentor. Through extensive research and data collection, I successfully identified and categorized potential leads across various industries, including architecture, engineering, manufacturing, and construction.

This work directly contributed to the **sales pipeline** of the organization by providing valuable data that could be used for outreach and client acquisition. The compiled leads offered the sales team an opportunity to present BricsCAD as a cost-effective and feature-rich alternative to AutoCAD. In addition, I enhanced my ability to differentiate between various CAD software platforms, understand their unique selling propositions, and communicate their benefits in a business context.

The internship also enabled me to gain hands-on experience in **market research, lead generation, and business development activities**, which are essential functions within the sales domain. By working under the guidance of my mentor, I improved my professional skills, including research techniques, time management, and structured reporting. Overall, the results of my internship reflected a meaningful contribution to the organization's ongoing business development efforts while also providing me with valuable learning outcomes.

4.2 Conclusion:

My internship at DesignSense Software Technologies was a highly enriching experience that bridged the gap between academic knowledge and practical application in the field of sales and business development. The opportunity to work with a company specializing in advanced CAD and BIM solutions gave me insights into how technological products are positioned in a competitive market. I learned the importance of **lead generation as the foundation of sales success**,

and my work in identifying AutoCAD-using companies directly aligned with the company's growth strategy of promoting BricsCAD as a strong alternative.

In addition to technical product knowledge, I gained confidence in conducting professional research, analyzing potential clients, and contributing to team objectives. The challenges I faced—such as data verification and prioritizing high-value leads—taught me to be detail-oriented and solution-driven. These experiences have strengthened my skills and prepared me for future roles in sales, marketing, and business development.

In conclusion, the internship not only allowed me to contribute to the organization but also provided me with a solid foundation for my career. I am grateful for the mentorship and guidance I received at DesignSense, and I believe the lessons learned during this period will continue to benefit me in both professional and academic pursuits.

4.3 References:

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