



Internship Opportunity

Company: DesignSense Software Technologies Pvt. Ltd., Bengaluru

Program Title: Technical Sales & Solution Selling Internship

Duration: 4 Weeks

Location: Bengaluru

Mode: Hybrid (On-site + Virtual)

Eligibility: Engineering / Management students & recent graduates with a flair for tech + sales

Experience + Certificate + Skill Upgrade

About DesignSense

DesignSense Software Technologies is one of India's leading CAD automation companies. We develop smart tools like GeoTools, and CADPower and also we authorized channel partner of Bricsys, Hexagon that help engineers and designers work faster, smarter, and more efficiently. We believe in the power of design automation and solution selling and we're looking for the next generation of sales tech stars to join us.

What You'll Learn

- ✓ The art of technical sales and solution-based selling
- ✓ How to pitch real-world CAD solutions to engineering firms
- ✓ CRM tools, lead generation, funnel tracking, and customer journeys
- ✓ Creating impactful sales presentations and product demos
- ✓ Handling objections, negotiations, and closing deals with confidence

How to Apply?

 Email your resume to: savita.rokade@thedesignsense.com

Subject: Application for Technical Sales Internship

Or apply via:

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Technical Sales & Solution Selling

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Company: DesignSense Software Technologies Pvt. Ltd., Bengaluru

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Internship Program Syllabus

Technical Sales & Solution Selling

Duration: 4 Weeks

Company: DesignSense Software Technologies Pvt. Ltd., Bengaluru

1.1 Objectives

The objective of this internship is to expose participants to the dynamic world of technical sales. You will understand how to sell solutions rather than just products, learn to create compelling value propositions, and handle end-to-end sales activities from lead generation to deal closure.

1.2 Designsense Company Profile

DesignSense Software Technologies is a Bengaluru-based CAD software solutions company, specializing in automation, design intelligence, and productivity tools such as BricsCAD, GeoTools, and CADPower. We empower engineers, architects, and manufacturers with smarter design workflows

1.3 Program Structure

Week 1: Introduction to Technical Sales

Week 2: Product Knowledge & Value Proposition

Week 3: Lead Generation & Sales Funnel

Week 4: Pitching, Objection Handling & Deal Closure

Final Deliverables & Skill Assessment

2.1 What is Technical Sales and Solution Selling?

Technical Sales involves selling complex, technical products or services that require in-depth product knowledge and the ability to explain features in practical terms. It often includes working closely with engineering or technical teams to understand the product thoroughly and demonstrate its value to potential customers.

Solution Selling is a customer-centric, problem-solving approach. Instead of just promoting a product's features, the focus is on identifying the customer's pain points and offering a tailored solution that meets their specific needs.

A Technical Sales Engineer:

Conducts product demonstrations.

Supports the sales team with technical insights

Engages with prospects to explain how the solution fits their requirements

2.2 Role of an Inside Sales Engineer

An Inside Sales Engineer plays a vital role in supporting the sales process from within the organization, primarily through remote communication (phone, email, video calls). They act as the technical backbone of the sales team, working to qualify leads, present solutions, and move prospects through the sales funnel.

Key Responsibilities:

Lead Qualification: Analyze inbound leads to determine fit and potential.

Product Demos & Presentations: Deliver online demonstrations to showcase technical features and business benefits.

Technical Consultation: Answer client queries, explain complex features, and suggest suitable solutions.

Proposal Support: Help in preparing technical documents, quotes, and customized solutions.

CRM Management: Maintain detailed records of leads, follow-ups, and sales activities in CRM tools.

Collaboration with Field Sales: Coordinate with the external/field sales team to ensure smooth handoff and support.

2.3 Product Selling vs. Solution Selling

Product selling is feature-based, whereas solution selling emphasizes understanding the customer's pain points and offering customized solutions to address them.

2.4 Overview of Sales Process

Stages include:

- Prospecting: Finding potential customers
- Qualifying: Understanding needs
- Pitching: Presenting tailored solutions
- Objection Handling: Addressing concerns
- Closing: Finalizing the sale
- Post-Sale Engagement: Ensuring satisfaction

2.5 Industry Segments

Key industry segments we focus on include:

- Architecture, Engineering & Construction (AEC)
- Manufacturing & Product Design
- Infrastructure & Planning each with unique workflows and automation needs.

2.6 Assignment: Competitor Product Research

Research key competitors like AutoCAD, ZWCAD, DraftSight etc. Compare their features, benefits, pricing, and market positioning. Present a comparative analysis

3.1 Overview of Core Products

Understand BricsCAD (core CAD platform), GeoTools (survey/GIS automation), and CADPower (productivity toolkit).

3.2 Product Features vs. Benefits

Product Features describe what a product is or what it can do — its technical specifications, functionalities, and characteristics.

Product Benefits explain why those features matter to the customer — how the product solves a problem, improves efficiency, or adds value.

3.3 Creating Demos and Presentations

Build presentations and product walkthroughs using PowerPoint and live CAD demos.

3.4 Use Cases and Success Stories

Explore real-world customer stories to showcase how our products helped clients save time, cost, or both.

Example: “BricsCAD helped reduce design time by 30% for XYZ company.”

3.5 Assignment: Create a Product Pitch Deck

Design a 5–7-slide presentation pitching one product, its benefits, target audience, and pricing model.

4.1 Lead Generation Channels

Lead generation is the process of finding potential customers using different strategies. These strategies fall into two main types:

Outbound Channels:

Actively reaching out to prospects through:

LinkedIn networking and direct messaging

Using tools like Lusha to gather accurate contact details

Sending targeted emails (cold outreach)

Asking for referrals from current clients or partners

Inbound Channels:

Attracting prospects who come to you by:

Hosting or participating in events and webinars

Sharing valuable content such as blogs, videos, and case studies

Combining both outbound and inbound methods helps create a robust pipeline of qualified leads.

4.2 CRM & Lead Tracking Basics

Introduction to CRM tools like Zoho/HubSpot. Track deal stages, follow-ups, and customer interactions.

4.3 Identifying Decision-Makers

Understanding who plays what role in the customer’s organization is key to navigating the sales process effectively. Here are the common roles and what they typically mean in a technical sales context:

Initiator

Spots the problem and starts the search for a solution.

Example: A Design Head who realizes existing CAD workflows are inefficient.

User

The people who will use the product daily — such as CAD engineers, draftsmen, or design technicians.

Influencer

Offers technical input and shapes the solution choice.

Often a Director, Senior Engineer, or IT Head.

Gatekeeper

Manages access to decision-makers and filters communication.

Could be an executive assistant or office administrator.

Decision-Maker

Holds the final authority to approve the purchase.

Typically a Director, Business Unit Head, or CTO.

Buyer / Purchase Manager

Responsible for pricing, procurement, contracts, and approvals.

Usually from the finance or commercial team.

Sponsor / Champion

Your internal advocate — someone who believes in your solution and helps drive internal buy-in.

Often a Design Head or Engineering Lead.

4.4 Customer Buying Cycle

Understanding the Customer Buying Cycle helps sales professionals engage prospects at the right stage with the most relevant message. The cycle consists of five stages, and each demands a different approach:

Awareness → Interest → Evaluation → Decision → Post-Sale. Learn how to engage differently at each step.

- **Awareness**: The customer becomes aware of a problem or need.

Your role: Attract attention through outreach, ads, or educational content that creates curiosity.

- **Interest**: The customer actively seeks more information.

Your role: Share informative materials, whitepapers, blogs, or videos to build credibility.

- **Evaluation**: The customer compares different solutions.

Your role: Provide product demos, case studies, and a clear value proposition.

- **Decision**: The customer decides to purchase.

Your role: Handle objections, negotiate terms, and close the sale.

- **Post-Sale**: After the purchase, focus shifts to retention.

Your role: Provide onboarding, technical support, and look for upsell or referral opportunities.

4.5 Sales Funnel Stages

The sales funnel represents the journey a prospect takes from first discovering your solution to finally becoming a customer. It's typically broken down into three key stages:

- **Top of the Funnel (ToFu) – Awareness & Outreach**
This is where you attract potential leads through marketing, cold outreach, social media, or referrals.
Goal: Generate interest and make them aware of your solution.
- **Middle of the Funnel (MoFu) – Nurturing & Education**
At this stage, you build trust by sharing valuable content, case studies, demos, and answering questions.
Goal: Position your solution as the best fit for their needs.
- **Bottom of the Funnel (BoFu) – Demo & Closure**
Now it's time for direct sales engagement — product demos, pricing discussions, negotiation, and closing the deal.
Goal: Convert the lead into a customer.

4.6 Market Segmentation Techniques

Segment customers by geography, vertical, CAD use case, or company size to personalize outreach.

5.1 Sales Pitch Structure

A powerful sales pitch follows the **AIDA** structure — a proven model that guides a prospect from curiosity to conversion.

AIDA format: Attention → Interest → Desire → Action. Open strong, address pain, and close with value.

- **A – Attention**
Grab their attention with a strong opening.
Example: A surprising fact, bold claim, or a relatable industry problem.
- **I – Interest**
Build interest by showing relevance.
Talk about challenges they face and how similar companies have tackled them.
- **D – Desire**
Create desire by showcasing benefits, not just features.
Paint a picture of improved workflows, time savings, or ROI.
- **A – Action**
End with a clear call-to-action (CTA).
Example: “Would you be open to a quick demo this week?”

5.2 Handling Objections and Negotiation

Use empathy, logic, and value reinforcement. Prepare for pricing, competitor, and budget-related objections.

5.3 Closing the Deal

Closing the deal is the final—and most critical—step in the sales process. This is where all your relationship-building, consultative selling, and objection handling come together. Your effectiveness here directly impacts whether the prospect becomes a customer.

Key Practices:

Recognize Buying Signals

Look out for signs like:

“What’s the next step if we go ahead?”

“How long does implementation take?”

“Can you send us the commercial terms?”

Use Proven Closing Techniques

Assumptive Close: “Shall we schedule onboarding for next Monday?”

Urgency Close: “This offer is valid till Friday.”

Option Close: “Would you prefer the 3-month or 6-month plan?”

Reinforce Value

Reiterate the top 2–3 benefits your product delivers, customized to their goals.

Be Clear and Confident

Don't hesitate. Ask directly but professionally:

“Are you ready to move forward with this solution?”

Set Next Steps

If they're not ready yet, don't leave it hanging—propose a follow-up meeting with a clear agenda.

5.4 Post-Sale Engagement

Customer success, onboarding, check-ins, and cross-sell strategies to build long-term relationships.

5.5 Mock Pitch & Peer Review Activities

Simulate sales meetings. Practice with peers, receive feedback, and fine-tune delivery.

6.1 Group Sales Strategy Presentation

Collaborate on a sales strategy for one product, covering GTM plan, funnel strategy, and target segments.

6.2 One-Page Product Value Proposition Sheet

A sharp, compelling one-pager outlining the product, benefits, use case, and pricing.

6.3 Completion Certificate & Feedback

Receive a certificate of internship completion and constructive feedback from mentors.

7.1 Technical Sales Skills

Pitching, demo delivery, needs analysis, and proposal creation.

7.2 CRM Tools Knowledge

Proficiency in managing leads, tasks, and reports via CRM systems.

7.3 Client Communication

Crafting emails, calls, presentations, and handling customer conversations professionally.

7.4 Market Targeting Strategies

Understanding segmentation, ICP creation, and customizing outreach by persona.