CareerSwami · Business Development & B2B Sales

FREE TWO-WEEK INTERNSHIP

Project 1 — Sell a five thousand rupee workshop to five campus clubs

Five clubs. One of them has the biggest budget and takes forty-five days to decide. Another decides in a week and cannot quite afford you. You cannot chase all five properly, so the first real decision is which two you drop.

2 weeks	1 project	6–8 hrs
START TO SUBMIT	ONE SUBMISSION	PER WEEK

WHAT IS IN THIS BRIEF

1. The situation — the problem you are being handed
2. The five clubs, and what each one costs you — the cases your work must survive
3. What you are given — your data and starting files
4. What finished looks like — the two things you hand in
5. How the two weeks run — week by week
6. Before you start — rules, tools and your starter kit
7. How the work is judged — the marking scheme
8. How to submit — one link, pasted into your dashboard

Read 1 to 4 before you do anything. They take five minutes and they are what the marking scheme is built on. Sections 5 to 8 are the how — come back to them once you know what you are solving.

1 The situation

Treat this as a real client brief. The clubs are fictional, but the shape — a small pipeline where the richest lead is also the slowest — is the one every seller actually faces.

You are selling a two-hour remote workshop for thirty students at five thousand rupees. The trainer costs two thousand five hundred and preparation costs five hundred, so three thousand is left. That is the number every decision in this project has to respect.

There are five clubs in the pipeline. TechClub has a hundred and twenty members, a six thousand budget, and takes fourteen days. ArtsCircle has eighty members and three thousand. BizForum has a hundred members, eight thousand, and decides in a week. MakersHub has sixty members and five thousand over twenty-one days. AlumniCell has two hundred members and ten thousand — and takes forty-five days.

AlumniCell looks like the best lead on every measure except the one that matters: you will not have an answer inside this project. BizForum could sign in a week at above list price. A pipeline is not a list of who you like; it is a decision about where your limited hours go.

WHAT YOU ARE BEING ASKED TO DO

Build an ideal customer profile and a scoring method from the data you have, rank the five clubs against it, and produce the discovery guide and account briefs you would take into the first conversations.

2 The five clubs, and what each one costs you

Every one of these is winnable. None of them is free to pursue. Your scoring method has to make the trade-offs explicit rather than leaving them to instinct.

BizForum — 100 members, ₹8,000, decides in 7 days

Fast, well funded, decent size.

The catch — Nothing, on paper — which is the trap. A seven-day decision cycle means a seven-day window; miss it with a slow or generic approach and it closes. Fast leads punish sloppy preparation hardest.

AlumniCell — 200 members, ₹10,000, decides in 45 days

The biggest budget and the biggest audience.

The catch — Forty-five days is longer than this project. Score purely on budget and size and it tops your list, and you will spend two weeks on something that cannot close. Either deprioritise it honestly or define what a win looks like short of a signature.

TechClub — 120 members, ₹6,000, decides in 14 days

Above list price, decides within the window.

The catch — No obvious catch, so it is easy to leave alone while you chase the larger name. The most common pipeline error is neglecting the solid middle in favour of the exciting edges.

ArtsCircle — 80 members, ₹3,000, decides in 30 days

Wants the workshop; cannot pay list price.

The catch — Three thousand against a direct cost of three thousand is zero margin. Discount and you work for nothing; hold the price and it is not a lead. This is the one where you need a documented rule about when you walk away.

MakersHub, at sixty members and exactly five thousand over twenty-one days, is the fifth. It is deliberately unremarkable — your method has to place it somewhere, and where it lands says more about your scoring than the obvious cases do.

3 What you are given

Five leads and one price. The method, the ranking and the walk-away rule are yours — and the walk-away rule is the hardest part.

The pipeline — club, members, budget, days to decide

`TechClub 120 / ₹6,000 / 14d` `ArtsCircle 80 / ₹3,000 / 30d` `BizForum 100 / ₹8,000 / 7d`
`MakersHub 60 / ₹5,000 / 21d` `AlumniCell 200 / ₹10,000 / 45d`

The offer economics, so the floor is unambiguous

List price	₹5,000
Trainer cost	₹2,500
Preparation cost	₹500
Direct cost	₹3,000
Margin at list	₹2,000 (40%)
Margin at ArtsCircle's ₹3,000	₹0
The rule you must write	The lowest price at which you would still say yes, and why

Four things the method must decide

`Who` `In what order` `What to ask` `When to stop`

All clubs, budgets and timelines are fictional. Do not contact any real organisation, do not use real client logos, and do not write testimonials for work that has not happened. Where something is missing — delivery capacity, repeat-booking likelihood — choose a reasonable assumption and record it.

4 What finished looks like

At the end of two weeks you should be able to hand a sales manager two documents and have them know exactly who you are calling on Monday and what you will say.

- **An ideal customer profile, a scoring sheet and a ranked account list** — what a good fit looks like in measurable terms, a scoring method with weights you can defend, and all five clubs scored and ranked, including the two you are deliberately not pursuing and why.
- **A discovery guide, account briefs and a stated qualification method** — the questions you would ask in a first conversation, a short brief per priority account covering what you know and what you need to find out, and a written rule for what moves a lead forward, what holds it, and what disqualifies it.

The disqualification rule is the part that separates a real method from a wish list. A pipeline where nothing ever gets dropped is not qualified, it is just long.

5 How the two weeks run

Work through it in two parts — but you submit **once**, at the end, not once per week.

PART 1 · WEEK 1

Decide what good looks like, then score honestly

Define the ideal customer from the economics, not from preference. Build a weighted scoring method, apply it to all five, and let it put things in an order you might not have chosen.

Produce

- An ideal customer profile in measurable terms
- A scoring sheet with stated weights and the reasoning for each
- All five accounts scored and ranked, with two explicitly deprioritised

> Decision speed must carry weight in your scoring, not just budget and size. If AlumniCell comes out first, explain how you will work a forty-five day cycle inside a two-week project — or move it down.

PART 2 · WEEK 2

Prepare the conversations you would actually have

Write the discovery questions, brief each priority account, and write down the rule that decides whether a lead advances. Then do the margin arithmetic on your pricing position.

Produce

- A discovery guide of open questions, grouped by what they uncover
- An account brief per priority club: known, unknown, approach
- A qualification method: advance, hold, disqualify — with the margin maths

> Discovery questions must be open and non-leading. "Would a workshop help your members?" is a yes-trap. Your margin calculation must show what happens at ArtsCircle's three thousand.

6 Before you start

- Score on decision speed as well as value. A large slow deal and a small fast one are not comparable without it.
- Weights must be stated and defended. A scoring sheet with hidden or equal-by-default weights is not a method.

- You must deprioritise at least two of the five and say why. Pursuing all five is the answer that fails this brief.
- Discovery questions are open and neutral. Anything answerable with a polite yes tells you nothing.
- Write the walk-away price before you need it. Deciding under pressure is how margin disappears.

Your tools

A spreadsheet and a document editor. A CRM is not required — a well-structured sheet is exactly what a CRM is underneath. No paid tool is required, and no ID document is ever required.

CS_business-development-b2b-sales_Starter_Kit.zip — leads.csv, a scoring sheet template, an account brief template, a discovery guide skeleton, an evidence log, and a file index. https://careerswami.com/wp-content/uploads/careerswami-projects/CS_business-development-b2b-sales_Starter_Kit.zip

7 How the work is judged

WHAT IS ASSESSED	WEIGHT
Problem and requirements — did you understand what you were solving	20%
The core artefact — the thing you actually made	40%
Validation and evidence — how you know it works	25%
Clarity and reproducibility — can someone else open and follow it	15%

Strong	Complete, correct, evidence-backed and easy to inspect.
Developing	A useful partial result, with the gaps explained.
Needs revision	Core deliverable missing, claims unverified, or the work cannot be opened.

Credit reflects demonstrated work, not visual polish. A small, honest result beats a large, unsupported one.

What counts as evidence

expected result → actual result → the scoring row or margin calculation → conclusion. Then say what the evidence does not establish.

Why this one is worth doing. Anyone can describe a sales process. What a hiring manager is listening for is whether you can rank leads against something other than enthusiasm, and whether you will say out loud that a big account is not worth chasing right now. The scoring sheet and the disqualification rule are the two artefacts that prove it, and almost nobody brings them.

8 How to submit

One link, pasted into your dashboard

1. Put your work somewhere with a link — Google Drive, Figma, GitHub, Notion, Loom. Whatever fits the work.
2. **Set it so anyone with the link can view.** A locked link is the single most common reason a submission comes back.
3. Include a short README or cover page saying what to open first, and where each deliverable lives.
4. Open your dashboard, paste the link into the submit box, and add a line or two on anything you want the reviewer to know.

Name files `CS_business-development-b2b-sales_YourName_v1`. Keep your own copy. A screenshot on its own is not enough for anything interactive. A video is optional — annotated screenshots or narrated slides are fine.

Submitted and heard nothing, or the link came back? Email **support@careerswami.com** with the email address you enrolled with.

Work honestly. Use fictional data and your own work. Credit anything you reused, and disclose AI assistance — including what you checked yourself. Never invent interviews, users, tests or results. Nothing here requires you to spend money, contact real organisations, or deploy anything publicly. Never upload identity documents, real customer records or credentials.

Stuck, confused, or something is broken? Write to us.

`support@careerswami.com`

Or WhatsApp **+91 7383138418**. We answer on working days. Use it for anything at all — a part of this brief that does not make sense, a starter file that will not open, a dashboard link that has stopped working, a deadline you need moved, or a submission you are not sure about.

To get a useful answer fast, spend twenty minutes narrowing the problem down first, then tell us four things: what you expected, what actually happened, what you already tried, and your one specific question. Include your track name and the email you enrolled with.

Asking is not penalised. Submitting partial work with a clearly stated blocker always scores better than a finished answer you copied, and better than a silent no-show.

Optional stretch

Optional, and only once the main work is done — cap it at an hour. Draft the outreach sequence for your top account, or build the objection matrix you would expect. Label it clearly as a stretch.