

# Internship Program

## Sales and Commercial Management



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Internship Program  
Sales and Commercial Management

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# 01 Introduction

Online commerce has been a significant business revolution, which in recent decades has seen a progression in the purchase of products over the Internet: a scenario that forces professionals to be aware of the latest trends in order to draw up effective commercial strategies. Given this reality, TECH has created this program that provides the professional with a practical and real vision of the management of this area. This will be possible thanks to a 3-week internship in the development of digital and offline commercial alliances and planning at a prestigious company.



*With this Internship Program, you will obtain a much more direct and real vision of the current transformation of a company's Sales and Commercial area"*





Globalization has enabled spectacular commercial development in recent decades, driven by e-commerce and the mastery of logistical complexity in an interconnected world. Progress allows businesses to have a much more international and expansive approach.

Given this scenario, professionals who wish to keep up-to-date with current trends in the commercial and sales field need to do so through a real immersion in this area. For this reason, TECH has designed this program, which offers a 3-week stay in a leading company in the business world and which perfectly masters the strategies to be developed in a sector influenced by both technological and socio-economic changes.

This is an intensive internship where the professional will be able to see firsthand how the work is developed daily by specialists in the management of sales and sales teams: a task that also involves putting into practice excellent communication skills with suppliers and customers in different phases of product marketing. TECH offers a unique experience in the academic panorama, which seeks to boost the careers of professionals who wish to prosper in this area or start their own businesses.

# 02

## Why Study an Internship Program?

Professionals who develop their daily activity in commercial areas or have the knowledge to start their own business, demand to be able to update themselves through a real experience, in a first level business environment. For this reason, TECH has designed this program, which responds to the real needs of all those who aspire to manage the Sales and Commercial area or their own entity. Therefore, a three-week internship has been designed in a leading company in charge of implementing strategic business plans and applying the latest technology available in this field. In this way, the professional will obtain a direct and real vision of the methods and procedures used by the best experts in this field.



*For 3 weeks, you will be accompanied by the best specialists in commerce and sales of a leading company in strategic business planning"*

### **1. Updating from the latest technology available**

Undoubtedly, new technologies have transformed the current commercial panorama, being the present and future. Therefore, all companies have incorporated digital tools to establish marketing strategies, control, and sales tracking. For this reason, and with the aim of bringing the professional closer to this technology, TECH has created this Internship Program, where you will enter an innovative business environment, accessing the latest technology applied to the Commercial and Sales area.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

During this Internship Program, the professional will not be alone since they will be accompanied by an expert specialized in the commercial and sales area of the company where the internship takes place. This will allow you to see, in situ, the development of the most current techniques, methods, and strategies in this field in a first-class professional environment.

### **3. Entering first-class environments**

The professional who wishes to do a practical immersion in Sales and Commercial Management can do so through the relevant companies that TECH makes available: entities selected after a meticulous and rigorous procedure, with which this academic institution guarantees the graduate access to a leading company in this area.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

In this Internship Program, TECH moves away from the purely theoretical concept to offer the professional an internship in a first-class business environment. Thanks to this philosophy, the graduate will be able, in just 3 weeks, to integrate the most innovative processes and methods in the Commercial and Sales area and thus prosper in their career.

#### **5. Expanding the Boundaries of Knowledge**

This Internship Program provides a renewed and current vision of the Commercial and Sales area. Thanks to this perspective, the professional who attends this program will be able to include in his daily performance the most effective and innovative commercial strategies or develop them in the business project he has in mind: a unique opportunity that only TECH, the largest digital university in the world, could offer.



*You will have full practical immersion  
at the center of your choice"*

# 03 Objectives

The Internship Program in Sales and Commercial Management is aimed at facilitating the performance of professionals who wish to learn about the daily work of a company specializing in marketing and strategic sales planning. In this way, they will acquire and master the skills focused on sales and team leadership.



## General Objectives

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- Master the preparation and planning of teams in charge of making sales or negotiating with suppliers
- Incorporate the most efficient commercial and sales strategies for the development of a business
- Know the digital tools available for the control and monitoring of commercial logistics







## Specific Objectives

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- Apply specific leadership skills in sales and commercial management
- Manage multicultural teams appropriately
- Analyze the profitability of investment projects and value creation
- Analyze the financial impact of decisions taken in the management area
- Apply quantitative and qualitative research methods and techniques
- Have a deep knowledge of marketing techniques
- Carry out a correct commercial organization and sales strategy
- Control the company's commercial activity
- Conduct commercial audits
- Apply coaching techniques in sales actions



*Acquire the necessary skills to communicate and develop your business ideas"*

# 04 Educational Plan

The globalized world necessarily leads business professionals to keep abreast of the latest developments in the commercial sector. For this reason, TECH offers this Internship Program in Sales and Commercial Management. A 3-week stay in a prestigious company, where you will be guided by specialists in this field.

In this way, the program addresses different areas in depth, such as logistics, commercial relationships with suppliers, customer service, and digitization. All this is designed to specialize managers who want to be aware of these areas from a strategic, international, and innovative perspective.

In this training proposal, completely practical in nature, the activities are aimed at developing and perfecting the skills necessary to provide management services in the commercial and sales areas and conditions that require a high level of qualification and are oriented towards specific training for the exercise of the activity, in a competitive business environment influenced by new technologies.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for from Sales and Commercial Management praxis (learning to be and learning to relate).



*Receive specialized education in an Company that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential"*



The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
<b>Logistics and Economic Management</b>	Analyze the competition with a comparative analysis
	Collaborate in the purchasing logistics department's management of stocks, warehousing, and procurement
	Provide support in post-sales service
	Performing demand analysis and forecasting for logistics
	Contribute to sales planning
<b>Commercial Management</b>	Perform SWOT, sector, and competitive analysis
	Collaborate in the planning of the sales campaign
	Perform Control of Commercial Activity
	Provide support in Control of the Annual Sales Plan
<b>Commercial and Sales Team Organization</b>	Collaborate in the organization of the sales network by departmental organization chart
	Performing quality of service analysis
	Apply strategies for attraction and sales services
	Implement the use of supervisory tools in the control of commercial activity
	Carry out the balanced scorecard method and after-sales actions
<b>Integrating Digital Channels into the Commercial Strategy</b>	Be part of the team that develops the planning and development of an e-commerce strategic plan
	Contribute to Planning a Customer Relationship Management Strategy
	Monitor and analyze the social media results of the commercial strategy
	Collaborate in the Designing a Social Media Plan
<b>Commercial Activity Process</b>	Prepare commercial visit after conducting a customer study and preparing the interview
	carries out strategies for Negotiation and Closing the Sale
	Apply notions of psychology in the sales process
	Perform final analysis of the sales visit

# 05 Where Can I Do the Internship Program?

In its commitment to offer students a unique experience in the development of their skills, TECH offers them the opportunity to put into practice the theoretical knowledge they have learned about Sales and Commercial Management in a specialized company. This way, they specialize alongside the best professionals experienced, propelling their career to the top of this technological field. In addition, our institution adapts to the needs and preferences of the student, allowing them to choose the destination that best suits their needs.



*Take advantage of this practical training  
and boost your business projects"*





The student will be able to do this program at the following centers:



School of Business

### Dorsia Santa Engracia

Country	City
Spain	Madrid

Address: Calle de Sta Engracia,  
153, 28003 Madrid

Clinic specialized in Aesthetic Medicine and Plastic and  
Reconstructive Surgery.

**Related internship programs:**

- Sales and Commercial Management
- Aesthetic Medicine



School of Business

### OVB Donostia

Country	City
Spain	Gipuzkoa

Address: Calle Portuetxe 37, 1- Oficina 8, San  
Sebastián, 20018

OVB Spain, founded in 2002, focuses on  
comprehensive, long-term financial planning, mainly  
oriented to the private client.

**Related internship programs:**

- Sales and Commercial Management



School of Business

### ultimafiesta.com

Country	City
Spain	León

Address: El Río, 9, 24359 Seisón de la Vega

People who want to dignify and celebrate life at the  
moment of death.

**Related internship programs:**

- Organizing Events
- Sales and Commercial Management



**Innovación Gráfica**

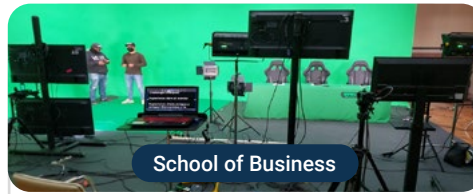
Country: Mexico City  
 Mexico Mexico City

Address: Calle Juan de Dios Peza N° 115, Col Obrera, CP. 06800, CDMX

Entity specialized in marketing and commercial architecture.

**Related internship programs:**

- Sales and Commercial Management
- MBA in Digital Marketing



**Gaming Partners**

Country: Mexico City  
 Mexico Mexico City

Address: Poniente 75 Col. 16 de septiembre Alcaldía Miguel Hidalgo

Company specialized in gaming marketing and videogame development.

**Related internship programs:**

- People Management
- Sales and Commercial Management



**Coppel**

Country: Sinaloa  
 Mexico Sinaloa

Address: República 2855 Los Alamos, Col. Recursos Hidráulicos 80105 Culiacán Rosales, Sinaloa

Company specialized in financial and advisory services.

**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design



**CBM Innovación en Estrategias SAS**

Country: Mexico City  
 Mexico Mexico City

Address: Cda. 16 de Septiembre 4, Centro, 56100 Texcoco, Edo. de Méx.

Entity specialized in digital and offline commercial promotion

**Related internship programs:**

- MBA in Digital Marketing
- MBA in Business Intelligence Management



**Frsko Marketing**

Country: Mexico City  
 Mexico Mexico City

Address: Av. Marina Nacional 385-Piso 6, Oficina 610, Verónica Anzúres, Miguel Hidalgo, 11370 , CDMX, México

Company specialized in Digital Marketing, branding, and communication.

**Related internship programs:**

- MBA in Marketing Management (CMO, Chief Marketing Officer)
- Sales and Commercial Management



School of Business

### Veterinaria UCLE

Country	City
Argentina	Cordoba

Address: Maestro Vidal 1600, X5001 Córdoba, Argentina

Veterinary center specialized in hospitalization and emergencies

**Related internship programs:**

- Sales and Commercial Management
- Veterinary Surgery in Small Animals



School of Business

### Lo Bruno Estructuras S.A.

Country	City
Argentina	Santiago del Estero

Address: Fray L. Beltrán y 1º Teniente Ardiles. Parque Industrial- La Banda, Santiago del Estero

Company specialized in the manufacture of construction materials

**Related internship programs:**

- Sales and Commercial Management
- Infrastructure and Civil Engineering



School of Business

### Web Experto

Country	City
Argentina	Santa Fe

Address: Lamadrid 470 Nave 1 1º piso Oficina 17, Rosario, Santa Fe

Digital management and web orientation company

**Related internship programs:**

- Sales and Commercial Management
- MBA in Digital Marketing



School of Business

### Clínica Veterinaria Panda

Country	City
Argentina	Autonomous City of Buenos Aires

Address: Ruiz Huidobro 4771 Saavedra, Ciudad de Buenos Aires

Clínica Veterinaria Panda with 25 years of experience and five locations in Buenos Aires.

**Related internship programs:**

- Small Animal Internal Medicine
- Veterinary Emergencies in Small Animals

# 06 General Conditions

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.





## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

- 1. TUTOR:** During the Internship Program, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor, whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.
- 2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.
- 3. ABSENCE:** If the students does not show up on the start date of the Internship Program, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.
- 4. CERTIFICATION:** Professionals who pass the Internship Program will receive a certificate accrediting their stay at the center.
- 5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.
- 6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.
- 7. DOES NOT INCLUDE:** The Internship Program will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07 Certificate

This **Internship Program's Degree in Sales and Commercial Management** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program's Degree in Sales and Commercial Management**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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