skillEn
Learn • Grow • Lead

SkillEn: 30-Hour Sales, Marketing, Soft Skills & Internship Roadmap
Master Sales, Communication, CRM, AI Tools, and Get Guaranteed Internship Support

💼 Course Modules

📘 1. Foundations of Modern Sales & BD (2 hrs)
Live Topics: B2B vs B2C vs D2C, Sales Roles (SDR, AE, CSM), Funnel Basics
Practice: Funnel Mapping in Excel
Activity: Map a real startup's sales funnel

📘 2. Customer Personas & Pain Points (2 hrs)
Live Topics: ICPs, BANT/SPIN Frameworks, Pain Point Analysis
Practice: AI for persona generation
Activity: Build & Validate 2 ICPs

📘 3. B2B Lead Generation & Prospecting (3 hrs)
Live Topics: Email/Call/LinkedIn Outreach, MQL vs SQL, Tools (Apollo, Hunter, Lusha)
Practice: Excel Dashboard for Lead Tracking
Activity: Cold Call/Email Roleplay + Peer Review

📘 4. Inside SaaS & Tech Sales (3 hrs)
Live Topics: MRR, ARR, CAC, LTV, Churn, Objection Handling
Practice: Solution Selling Simulation
Activity: Live SaaS Sales Call Roleplay

📘 5. Business Development Strategy & Partnerships (2 hrs)
Live Topics: Strategic vs Operational BD, Partnership Types
Practice: BD Funnel Planning in Excel
Activity: Build a partnership pitch plan

📘 6. Marketing for Sales Professionals (2 hrs)
Live Topics: SEO, Paid Ads, Buyer Journey, Content Planning
Practice: Lead Magnet Creation via AI
Activity: Content Plan Across Funnel Stages

📘 7. CRM Tools + Excel for Sales (2 hrs)
Live Topics: Hands-on CRM: HubSpot/Zoho/Freshsales
Practice: Deal Pipelines, Automation, Lead Import
Activity: Build CRM + Excel Tracker

📘 8. Sales Simulation & Career Launchpad (4 hrs)
Live Topics: Sales Pitch → Objection Handling → Closing
Practice: Mock Interviews for BD/SaaS Roles
Deliverables:
- Final Sales Pitch Recording
- Resume + LinkedIn Optimization
- Job-Ready Sales Portfolio

🎁 Bonus Downloads
- Excel Toolkit: Funnel Analyzer, Lead Tracker, BD Log
- AI Toolkit: Cold Email Prompts, Persona Builder, Resume Enhancer
- Interview Tracker + Objection Handling Scenarios

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📍 **Kolkata**

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Soft Skills Module

📘 **1. Resume Walkthrough (2 hrs)**
- Modern Resume Format (ATS-friendly)
- Tailoring for Tech/Non-Tech Roles
- Peer Review Session

📘 **2. Resume Alignment + Interview Strategy (2 hrs)**
- Job Description (JD) Breakdown
- Framing "Why Me?" + "Why This Role?"
- Resume to JD Alignment Activity

📘 **3. Interview Q&A Mastery (3 hrs)**
- Top Interview Questions with Answer Frameworks
- STAR Method Practice in Pairs
- Group Feedback

📘 **4. Communication Skills (2 hrs)**
- Voice Clarity, Tone Variation
- Posture, Gestures (Virtual + In-Person)
- Mirror Practice + Video Recording Review

📘 **5. Active Listening & Role-Plays (2 hrs)**
- Voice Modulation for Empathy
- Real-Time Role-Play (Interview + Support Scenario)
- Peer Feedback

📘 **6. Mock Interviews (2 hrs)**
- One-on-One Interview Rounds
- Rubric-Based Feedback
- Personalized Tips for Improvement

📘 **7. Group Discussion & Final Q&A (2 hrs)**
- GD Format Practice (General + Industry Topics)
- Confidence Drills & Rapid-Fire Q&A
- Final Review Checklist

⭐**Internship Guarantee & Career Support**
Live Topics:
- Understanding Internship Roles in BD/Marketing
- Aligning Career Goals to Internship Path
- Activities:
- Resume & Portfolio Final Review
- Final Confidence Audit + Career Mapping
- Support:
- ✅ Guaranteed Internship Opportunity post project + simulation completion
- Access to SkillEn's Internship Network (with eligibility & support)

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