



**Brilliant
Minds Force**
CONNECTING EDUCATION TO INDUSTRY

COM3201

Commercial Internship Experience

CRM, MARKETING AUTOMATION &
SALES OPERATION PRACTICE



OVERVIEW

A practical internship that turns Marketing and Sales Fundamentals theory into guided BMF CRM and ERP workflows. Learners practice the full commercial journey from contact creation to sales order, reporting, claims, and returns.

 brilliantmindsforce.com

 info@brilliantmindsforce.com

WHY INSTITUTIONS CHOOSE THIS COURSE

- Connects theory to real CRM and ERP commercial workflows
- Builds job-ready confidence through guided practice
- Produces practical evidence of customer, quote, order, and reporting skills

WHAT THE PROGRAM COVERS

- 1 Contact management
- 2 Lead generation
- 3 Conversion workflow
- 4 Opportunity and quote management
- 5 Sales operations
- 6 Stock management
- 7 Commercial reports

INSTRUCTIONAL APPROACH

- Scenario-based internship tasks
- Guided BMF CRM and ERP practice
- Marketing-to-Sales workflow simulation
- Reports and performance interpretation

LEARNING OUTCOMES

- Run a practical customer journey from contact creation to sales order.
- Use CRM reports to track pipeline, rep performance, forecasts, and quote-to-order conversion.

INSTITUTIONAL FIT / IDEAL FOR

- Trade Schools
- High Schools
- Colleges & Universities
- Workforce Development Programs
- Technical and Career Readiness Programs



DURATION

Flexible /
Guided practice



FORMAT

Online, blended, or
guided implementation



LANGUAGE

English /
Spanish



CERTIFICATE

BMF Internship
Certificate



LEVEL

Entry Level/
Applied Practice

Turn marketing and sales theory into practical CRM and commercial operations experience

Ask about implementation, customization, and multi-format delivery.

ENGAGE
STUDENTS

BUILD
CONFIDENCE

PREPARE FOR THE
FUTURE

CREATE LASTING
IMPACT