



eclipseina

MASTER THESIS INTERNATIONAL SALES STRATEGY

(m/w/d)

6 months full-time

Your Tasks

Based on existing sales and marketing approaches, you will develop a holistic international sales strategy for the e-learning platform [Embedded Academy](#), implement new aspects together with the team, systematically evaluate sales data and initiate improvements based on this data.

- Analysis: target markets & customers, product content, sales figures development
- Business Model Canvas including definition of targets and their tracking via metrics KPIs
- Definition of a holistic sales strategy, also taking international structures into account
- Creation of editorial content for the Embedded Academy on partner and distributor websites
- Systematic evaluation of KPIs and refinement of the strategy based on them
- Evaluation of the sales success related to the different approaches
- Implementation and improvement of the sales concept in practice

Your Profile

- Degree in commercial or technical field with focus on technical sales, business development
- Experience in sales and marketing
- Very good PC skills, Excel expert, project management tools
- Enthusiasm for technology, sales, and international cooperation
- Excellent communication skills
- Independent working style, self-organized and reliable
- Excellent English skills, both written and spoken, German is of advantage

Our Offer

- Flat hierarchies, short decision-making processes and an open corporate culture
- Independent, also remote work on responsible tasks in a motivated, young team
- Many opportunities to contribute and implement your own ideas
- Potential to take over a position at Eclipseina after successful thesis

Interested? Send your application documents by mail to: jobs@eclipseina.com

