

Internship at Enzi Electronics

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

Dr. Vaishnavi Gandhi

Under the Supervision and Guidance of

Organization Mentor: Dr. Anirudh Mathur

Faculty Mentor: Dr. Goutam Sadhu

2025

Introduction

My 3-month Internship at Enzi Electronics Pvt. Ltd. Offered hands-on exposure to the field related to product management, B2B Sales, competitive analysis, and marketing of dental digital solutions technologies. Enzi endeavors to redefine dentistry in India by democratizing cutting-edge technology, making it both accessible and affordable. Especially the company's intra oral scanner. Being a dentist by profession I can build instant rapport with dental professionals and effectively communicate the product's clinical relevance and value proposition.

Objective of Internship

- 1.To understand the dental digital solutions market, especially intra oral scanners.
- 2.To apply clinical knowledge in building product awareness and trust.
3. To engage in B2B Field sales, lead generation via calls, and cold visit, references and closure.
4. To enhance skills in marketing product demonstration and customer engagement and client follow up.

Organization Profile

My profile in the company is Product Specialist, Enzi Electronics Pvt. Ltd, based out of Hyderabad, Telangana, is a technology-driven company specializing in healthcare products, especially digital dentistry. The company's intra oral scanner is designed to improve accuracy, comfort, quality, speed, and efficiency in dental impressions, with a focus on modernizing traditional dental practices through innovation.

Services provided by the organization

- 1.Importing and marketing and sales of digital dental devices such as intra oral scanners in the south-east Asia region.
- 2.Sales and field support services for dental clinics, and institutions.
- 3.Participation in dental exhibitions such as Dental Expos and dental trade shows for brand recognition and promotion.
- 4.Providing after-sales services, training and installation support.
- 5.Digital Marketing and lead generation for product awareness.

Key Activities/Projects undertaken other than Dissertation

Week 1: It was an introductory and orientation phase, whereas I was made understand all the norms, rules and regulations and policies of the company. Understanding of the company structure, product line and target market. Product familiarization, how it works and how it should be presented in the market. Explored the technical aspects of the product starting from learning of hardware and software and connecting it with the clinical aspects and application of the those in diagnosis and treatment of the patient. To learn more about the product, through brochures, PowerPoint presentations, Clinical cases scanned through the scanner. Also, studies about the internal product documents, gone through video demonstrations for the scanner and learnt about competitor's product design and work.

Week 2: During the second week I have attended detailed full-fledged product training sessions under senior's supervision. Cleared all my doubts which I have faced during training sessions. Understood the sales cycle in the B2B space, pricing structure and common queries asked by the dental professionals. Learnt about the installation of the product. During training sessions, the product is used on different patients, such as pediatric patients as well to learn about how it works in pediatric patients. Have done multiple different cases to learn about the working of the product. Received guidance about how to work in the field and how to communicate with clients basically field communication and objection handling.

Week 3&4: Field sales onboarding: Started with the client's visit to the clinic and dental hospital. Started demonstrations over the cast and patients in the clinic according to the availability. Explained via the scanned cases and explained about the features in detail, showed how you can use it and how it can turn out to be a beneficial tool in your clinical practice which can also save time in the clinic. Resolves the technical and clinical doubts. Being the dentist, I can better understand the problems they faced with the scanner and via practice, building a good rapport with the fellow dentist and leveraging my background to enhance communication. Travelled to the different parts of the city met multiple clients and different states for lead generation and product pitching. Also, for dental shows travelled to different states and showcase our product and demonstrated and explained the features and working of the product. While performing all these activities I have understood the practical aspect of sales including scheduling the demos, collecting feedback and initiating trials.

Week 5&6: In all these last weeks, I have got exposure to all the activities performed in the field. After all this is important to gain exposure to advanced field work and regional sales exposure. Assisted senior colleague in strategic closure in the field. From now onwards, independently handled multiple clinic visits, Product demos and consultation sessions. Recognized the pattern in customer behavior, preferences and pricing sensitivity. Explained well about the multiple pricing options which we have. Conducted comparative positioning between our scanner and competitor like 3shape and Medit. Made a comparison chart and added to the power point for better understanding the difference between our product and competitors.

Week 6&7: Attended Prominent dental expo to showcase the scanner to a wider professional audience. It helps is the brand visibility and brand recognition. During all these expos I have got the opportunity to connect with multiple senior and junior dentists and got to know their views about the use of the scanner and demonstrated our scanner. Interacted with Key Opinion Leaders (KOL) and vendors. Met with the people who are already using our scanner and got their testimonial so that we can use it for our future purpose. During this time executed strategies to increase brand visibility and recognition. Helped generate B2B leads through live demonstrations and one-to-one discussions. In person discussion makes better impact from the perspective of better understanding of the products.

Week 8&9 :After all this result was successfully closed a few deals which contributed to a five percent increase in product sales. I learned about quotation documents, handled pricing negotiations and coordinated with backend teams for order processing. Received client appreciation for understanding and translating their clinical needs into product benefits. All this has contributed to content creations, for Instagram, LinkedIn, taking pictures while demonstrations which can be used for social media post, promoting features, testimonial and new updates. Collaborated with the design team for this social media handling and creating engaging post. Consulted with leads generated through Meta (Facebook and Instagram) ads and nurture them towards conversion.

Week 10&11 : Day-to-day activity includes lead management and follow-ups-Handling regular follow-up with prospects from both offline and online channels. Meeting leads on regular basis who are from Hyderabad. If required, scheduling re-demos, answered product-specific queries and pushed towards deal finalization. Update the status reports and client insights regularly. Attend regular internal meetings about the new product updates and firmware enhancements.

Week 12: Update marketing collaterals and client communication documents accordingly. Continued with repeat cycle of Demo-Consult-Follow up- Closure.

Key Learnings from an Internship

- 1.I have gained a comprehensive understanding of product lifecycle management and B2B filed sales.
- 2.Developed skills in strategic communication, competitive positioning and digital engagement.
- 3.Applied my clinical knowledge as a dentist to build trust and improve product adoption.
4. Understood the importance of persistence, follow-ups and brand representation in closing high-value deals.

These 3 months of valuable experience were where I successfully blended my background and business management training. It has led to a strong foundation in sales strategy, marketing and product management. My contributions, especially in field sales, brand positioning at exhibitions and social media handling were aligned with Enzi's goal to expand its market presence in the dental technology space.

