



Chapter – 11

SELLING TAX ADVISORY SERVICES

¹MOHAK SINGLA

¹BBA (Hons.) Marketing
School of Management Sciences, Apeejay Stya University

²Mr. MANISH SHARMA

²Assistant Professor, Apeejay Stya University

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ABSTRACT

Corwhite Solutions encourages its employees to look for job prospects across many financial sectors while also aiming to deliver the greatest asset management advice through honest financial explanations. a thorough account of my time spent as an intern at the company and how the business encourages its staff to pursue careers in various financial sectors. I learned various things and also improved my communication skills and learned about sales and marketing. How to work as a team player. What is the importance of time? The overall experience was very good. I set a goal for myself to conduct myself professionally and be open to new challenges and discover my potential.

INTRODUCTION

Corwhite Solutions Pvt. Ltd. Is an organization focused to sustain strategically, transform, grow, and lead in today's challenging business environment. Corwhite solutions is a privately held organization and was incorporated in 2012. We are a very energetic and ambitious team of domain and technology solutions providers for businesses. We relish adding value to our client's most critical issues and opportunities: strategy, marketing, organization, operations, tax advisory, compliance, technology, transformation, digital, advanced analytics, and corporate finance, across all industries and geographies. We like to constantly stay on top of emerging challenges and opportunities in the face of a very dynamic business environment.

Some of the industries they specialize in:

- Taxation Advisory services
- Digital Marketing
- Web Development
- Web designing & solutions

- E-commerce solution

Corwhite Solutions Private Limited is the owner and developer of the following highly successful online platforms:

- **All India ITR** one of the most well-known tax solutions providers in the country. In the summer of 2017, the economic times ranked it as the third most popular app for filing income tax returns in India with 1 million+ download and about 3,50,000 newly registered users.
- **The Company Check** It provides instant access to Indian companies and Directors (Explore over 2 million+ companies and 4 million+ directors' profiles. Access company financials, company key details, company structure & more.)

DESCRIPTION & NATURE OF THE JOB

I was selected as an “intern – marketing” in the Taxation department, in one of the main projects “ALL INDIA ITR” app in the company. This application provides various solutions regarding income tax, tax advisory, ITR filing for all kinds, and many more. In this internship, we were made familiar with all the basic concepts of Income tax returns and e- filing.

RESPONSIBILITIES OF THE JOB

We were given their portal system of the application in which we have to generate the leads by solving their issues we have to do sales or conversions. And listening to the customers’ queries on the phone call regards taxes or usage of an application. And also helped other interns for receiving their payments from clients by generating custom links for them.

REPORTING HOURS

10:00 a.m. to 7:00 p.m.

SKILLS LEARNED DURING INTERNSHIP

- How to file an ITR
- How to handle clients
- Improve my communication skills
- And most important, sales and marketing strategies

EXPERIENCE DURING THE INTERNSHIP

I had a very wonderful experience during my internship. I developed myself professionally as well at a personal level. I learn how the corporate world behaves, their work, and the most important value of time. The environment was awesome and very friendly. There was no kind of dictatorship at all, the supervisors and other co-workers are very supportive. I enjoyed it very well; we also enjoyed the farewell party.

ACHIEVEMENTS

My head taxation Mrs. Swati Jain and Mr. Randhir appreciated me for my word and performance. As I was the youngest intern in the company and I performed very well.

- I converted 32 clients in 15 days
- I contribute worth Rs.40000 to that project (as generated sales)
- Also received good feedback from my customers
- I become the third highest selling service among the marketing intern.

CHALLENGES FACED AND HOW TO OVERCOME THOSE CHALLENGES

The challenge that I faced was how to convince the customer for buying our services, in the initial days no one is buying our services. But then, I started observing my seniors and learned how they are working, with practice and persistence, and knowledge I achieved my work.

CONCLUSION

Corwhite Solutions is a very good platform to get exposure in various fields. It was my first internship. I get to learn a lot from here skills, technologies, and how to interact with people and also will help me in the future when I will give an interview with a big company, it was a great opportunity for me.