

# IN-focus

Internship in Focus  
Industry Experienced Series



**HILTI**

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## MBA - Infrastructure Development and Management 2024-2026



During my internship at Hilti, I worked on the project “Uncover Hilti Relevant Potential”. The role involved stakeholder mapping, site visits, and stakeholder engagement to assess the local construction ecosystem. I conducted surveys, tool demonstrations, and competitor analysis, while synthesizing data into actionable insights. This experience gave me exposure to both sales strategy and ground-level market dynamics.

My internship strengthened my skills in data analysis, market mapping, and customer segmentation. Interacting with diverse stakeholders improved my negotiation and interpersonal communication abilities. I gained practical experience in conducting surveys, synthesizing findings, and also learned to bridge the gap between technical product offerings and client expectations during live demos.

The internship taught me how market potential is uncovered through systematic mapping, engagement, and persistence. I understood challenges like price sensitivity, limited access to decision-makers, and data gaps. Most importantly, I learned the value of continuous relationship building, referrals, and on-site demos in driving conversions. The experience reinforced the importance of adaptability, structured analysis, and customer-centric problem-solving.

Stay open to learning from both the field and mentors. Actively participate in site visits, ask questions, and build genuine connections with stakeholders. Be patient when faced with roadblocks like data gaps or unresponsive accounts. Document everything systematically, and always link your insights back to business impact. Most importantly, enjoy the process—it’s an enriching journey of growth and learning.