FRANKLIN P. PERDUE SCHOOL OF Business

ABLE Internship Program

Common activities for Professional Sales Minor/Sales & Business Development Track:

- Participate in Interdepartmental shadowing.
- Create and send Email Bursts.
- Create and send introduction letters and follow-ups.
- Develop Cold Calling skills.
- Learn the needs and target markets in the industry.
- Learn and manage a firm wide Database information system to execute specific local campaigns and initiatives.
- Learn our software programs and current marketing strategies and materials.
- Report directly to the firm's Sales Director for additional sales related duties.
- Complete projects and tasks with the Sales Department to further our company's marketing efforts and provide
- valuable real-world experience for the Manager.
- Assist with the planning, preparation, and execution of events.
- Create and present ideas, proposals etc.
- Develop presentation skills through assisting and leading meetings.
- Work to increase sales and market shares.
- Contact customers, set up event calendars, formulate a sales plan for the upcoming school year, communicate with team (if applicable), and close orders for upcoming events.
- Provide valuable feedback regarding event experience and how it organization can improve it.
- Develop and coordinate firm wide mailing campaigns.
- Work with unassigned client base in developing communication tactics.
- Follow-up on inbound sales inquiries to generate new sales opportunities.
- Schedule meetings and demos for sales Territory Managers after proper lead qualification.
- Be responsible for sitting in on sales meetings and taking diligent notes in order to support the sales division.
- Post-sales, the intern will be responsible for follow up calls to ensure clients received deliverables, as well as ensuring the satisfaction of clients.