

A **Sales and Marketing Intern** acts as a bridge between brand awareness and revenue generation. While a pure marketing intern focuses on "getting the word out," this hybrid role is specifically designed to find, engage, and convert potential leads into customers.

## Key Responsibilities

### 1. Lead Generation & Prospecting

- Identifying potential customers or businesses (B2B) through online research, LinkedIn, and industry databases.
- Qualifying leads to ensure they fit the company's target audience before passing them to the senior sales team.

### 2. Outreach & Relationship Building

- Assisting with "cold" or "warm" outreach via email, phone, or social media.
- Following up with potential clients who have shown interest in marketing materials or webinars.

### 3. Content Strategy for Sales Support

- Developing "sales collateral" such as pitch decks, product brochures, and case studies that help the sales team close deals.
- Aligning social media messaging with current sales promotions or seasonal targets.

### 4. Market Intelligence

- Monitoring competitor pricing, sales tactics, and promotional offers.
- Gathering feedback from lost leads to understand how the product or marketing message can be improved.

### 5. CRM Management

- Maintaining and updating the Customer Relationship Management (CRM) system (e.g., Zoho, HubSpot, or Salesforce) to track interactions and pipeline progress.

## Necessary Skills

- **Persuasion & Resilience:** The ability to handle rejection in sales while maintaining a positive attitude.
- **Analytical Thinking:** Understanding which marketing channels are actually resulting in sales.
- **Organization:** Managing a high volume of leads and follow-up schedules without letting prospects slip through the cracks.

## The Value Proposition

This role is ideal for someone who wants to understand the **entire customer journey**—from the moment a person sees an ad to the moment they sign a contract. It offers a more commercially driven experience than a standard marketing internship, focusing heavily on the "bottom line" of the business.