

## **Digital Marketing Business Development Intern**

Great opportunity to join a small, privately owned company in Maitland, Florida.

The Business Development Intern (BDI) is responsible for consistently supporting lead generation and revenue growth through educating prospects on the services OnTarget has to offer. This is done through acquiring new clients and expanding companies' services within existing clients. The BDI must have a strong desire to learn the fundamentals and put them to action. This is a great opportunity for someone who wants to enter the business world with real life training and experience. Anyone interested in being in the technology space after college should seriously consider this opportunity.

The BDI will learn what it takes to grow a business and be exposed to all parts of a successful company, which adds great value and knowledge for their next career move. There is even an opportunity to stay with the company upon graduation and grow into multiple roles as the company expands.

### **Duties and Responsibilities:**

Learn how to develop sales through a combination of methods that may include all or in part: research, lead generation, prospecting, networking and in-person appointments with new and inactive clients

- Generate sales leads through prospecting and cold calling, both in-person and through telephone or other electronic networking tools
- Will be trained on how to create and maintain a sales business plan utilizing a CRM system
- Exposed to client lifecycle beyond tracking opportunities through the sales funnel
- Target new accounts within mapped territory
- Meet all minimum requirements for weekly appointment activity
- Work in conjunction with internal support teams to ensure clients are onboarded appropriately and managed on a consistent basis
- Actively participate in community events and organizations to further build business relationships

### **Position Qualifications:**

- Strong desire to learn new processes and put them into action
- Strong communication and collaboration skills with ability to build rapport with peers, managers, and customers
- Must be self-motivated, self-accountable and focus on constant learning and self-development
- Ability to exercise sound judgement and make prudent decisions in a quick and timely manner
- Strong team engagement abilities
- Knowledge of Microsoft Excel, Word, PowerPoint

This position is an unpaid position but will pay competitive commissions on any sales made. This is a great opportunity to work for a forward-thinking organization, focused in the technology industry, and has a long and successful track record of being Orlando's leading Digital Content Marketing Company.

All work equipment is provided and the office space is very lively and full of other individuals who want to make a change in the world by delivering a high quality product every company needs.