Marketing/Business Administration/Management

Posted: 06/18/14
Employer: Sajan
Job Title: Lead Generation Intern
Location: River Falls, WI
Time of Internship: Summer
Work Schedule: Full-time/Part-Time
Salary/Wages: Paid

Description
The primary responsibilities are to identify, nurture and qualify leads in international markets by positioning Sajan as the solution to key buyer pains. The position requires the ability to think strategically about how to apply appropriate marketing messaging and tools to generate and build interest in Sajan. For more information, click on the following link: http://www.sajan.com/

Job Responsibility
- Manage an international territory
- Identify opportune vertical markets, departments, roles and organizations to target for new business
- Develop and apply strategies around how to pursue and nurture identified target groups through ongoing marketing programs by leveraging tools provided such as email marketing and social media
- Proactively call into prospects from targeted lists and leads generated from marketing tactics
- Generate interest in Sajan educational marketing programs such as events, Webinars and road shows to secure registration and attendance/participation
- Judge qualifications of each lead to determine if it is a prime opportunity for a sales representative to pursue
- Position Sajan to address identified pains through sales tactics – secure meeting for territory sales representative as next step
- Provide guidance to sales representative on prospect’s current pains

Qualification
- Bachelor’s degree in marketing, business, entrepreneurship or related field
- A strong understanding of marketing and sales concepts
- Sound judgment skills
- Self-motivated, competitive and highly driven to exceed set monthly goals
- Strong understanding of marketing concepts and how to effectively apply them
- Ability to think strategically to identify, generate, nurture and qualify leads to turn them into sales-ready opportunities
- Must be motivated by speaking with people, asking probing questions and gathering information
- Aptitude for overcoming objections and effectively communicating Sajan’s value propositions to key decision makers and influencers
- Ability to get to “no” quickly to weed out inopportune leads
- Proficiency with Microsoft Office programs

Application Details
- Application Deadline: Open Until Filled
How to Apply: Application information available upon email request. Please reply to Audrey Ternes @ audrey.ternes@uwrf.edu with title “Sajan Internship 801.”

TO APPLY: For employer contact information, please see Audrey Ternes in the College of Business and Economics, 23A South Hall or email cbe-interns@uwrf.edu.

I understand that if I accept employment related to any information provided by the CBE Internship Office or faculty coordinators,
1) Internships for academic credit subject to faculty approval.
2) I will be required to enroll in the CBE Internship Program for academic credit, and
3) I will be required to pay the appropriate fees for those credits.