

Business Development Intern

Job title	Business Development Intern
Location	No. 10 – 55 Tanner Street, London SE1 3PN
Reporting Relationship	You will report to the Managing Director
Job Purpose	<p>Leading healthcare marketing consulting firm seeks an unusually organized, motivated, energetic, and qualified executive /personal assistant for a wide range of projects. This job requires an exceptionally organized person who thrives off of ensuring the t's are dotted and the i's are crossed while simultaneously multitasking on a large number of projects. This is a challenging job for a go getter who likes to stay on their toes.</p> <p>To support the operational side of the business and assist with the creation and updating of the company's systems. You will primarily be helping the sales and marketing team by helping to build and enhance systems within our marketing and sales activities that are executed with the support of a Customer Relationship Management (CRM) database. This is a multi-disciplinary role that gives you a broad view of the entire customer journey across sales, marketing and service delivery.</p>
Main Responsibilities	<ul style="list-style-type: none"> • To help build out the CRM system and brainstorm ways to use more of the functionality of the CRM system to support the different sales stages (suspect, prospect, lead, decision due, sale pending, sale won, customer, customer aftercare). • To help execute on the company's sales plan by performing short telephone survey's that gather data that helps to test theories about new sales opportunities • To talk to companies and map out the decision making structure at specific target companies • To run reports from our CRM looking at sales and marketing objectives. • To help build sales tools including objections databases, sales scripts, and sales aids • To ensure that all client details are fully completed, including contact details, sales activity history, sales stage dates, next steps, pipeline steps, opportunity details, and buying motivation, within the database system • To perform research that will help identify prospect opportunities in new market areas
Key learning opportunities	<ul style="list-style-type: none"> • Total sales process and activities associated with each stage of a sales cycle <ul style="list-style-type: none"> ○ Targeting ○ Prospecting (suspect, prospect, leads stages) ○ Lead to appointment management (lead stage) ○ Appointment to customer management (decision

	<p>due, sale pending, sale won/lost stages)</p> <ul style="list-style-type: none"> ○ Customer handover ○ Customer upsell / cross-sell ● Importance of a CRM in an effective sales process ● Telephone and personal sales process overviews
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