



Organization:	RELAXO FOOTWEAR
Job Title:	Marketing Intern (for Summer Internship)
CTC:	-
Location:	PAN India
Departments Eligibility:	Management
Course Eligibility	MBA/BBA (Pursuing)
Student Gender Preference:	Male/Female

General Job Description

- **Lead Generation:** Assist in identifying and researching potential leads through offline research, networking, and other lead generation methods for appointing New Distributor.
- **Prospecting:** Conduct outreach to prospects via phone, email, and social media to introduce our products/services and schedule meetings for the sales team.
- **Customer Relationship Management:** Support the sales team in managing customer relationships by updating customer records, responding to inquiries, and providing follow-up communication.
- **Sales Support:** Collaborate with the sales team to activate RPA and scan.
- **Sales Analytics:** Assist in analyzing sales data and trends to identify opportunities for growth and optimization.
- **Market Research:** Conduct market research to identify industry trends, competitor activities, and potential areas for expansion.
- **Administrative Tasks:** Provide general administrative support to the sales team, including organizing files, scheduling meetings, and maintaining sales databases.

Benefits

- Opportunities for professional development and networking.
- Potential for future employment opportunities based on performance during the internship.

Eligibility

- Student of MBA/BBA
- Male/Female
- Specialization: Marketing (only)
- Traveling required
- Good Communication skills

Job Reviewed by: Director, Training & Placement

Job Approved by: Director, Training & Placement

Job provided through: Campus Placement

Date: 18/06/2024