

Organization:	HIKE EDUCATION
Job Title:	Marketing Intern (for Summer Internship)
CTC:	For MBA: Rs. 7.02 LPA; For BBA & B.Com: Rs. 6.18 LPA
Location:	PAN India
Departments Eligibility:	Management
Course Eligibility	MBA/BBA & B.Com (Pursuing)
Student Gender Preference:	Male/Female

General Job Description

- **Lead Conversion:** Connect with potential students/professionals via phone calls, understand their educational needs, and convert leads into enrolments.
- **Counselling & Guidance:** Provide detailed information about the company's programs, including curriculum, benefits, and career outcomes, ensuring prospective students make informed decisions.
- **Target Achievement:** Consistently meet or exceed daily/weekly/monthly sales targets and KPIs (Key Performance Indicators), including connected calls, talk time, and admissions.
- **CRM Management:** Maintain accurate records of all interactions with leads in the Customer Relationship Management (CRM) system, ensuring timely follow-up and efficient lead management.
- **Sales Strategy Execution:** Implement sales techniques to maximize lead conversion rates, including effective cold calling, objection handling, and rapport building.
- **Continuous Improvement:** Participate in on-going training sessions to enhance sales skills, stay updated with program changes, and refine sales approaches.

Benefits

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

Eligibility

Student of MBA/BBA & B.Com (Pursuing)
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: 28.11.2024