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Small Business Marketing Intern- Description:

We are looking for a Marketing or Management major who would like to learn how to own and operate his or her own business. The ideal candidate will have excellent organizational and communication skills. Knowledge of Microsoft Office products is required and prior sales experience is a plus.

This internship is an unpaid, part-time position. The goal of this internship will be to provide students with valuable real world experience by involving them in day-to-day activities as they pertain to sales and marketing. In addition to providing students with this experience, the student will help Focus Business Solutions develop an internal sales marketing strategy to improve customer retention and introduce new products and services to existing clients. In order to achieve this goal the Intern must be able to work with our in-house design team to develop letters and design marketing collateral that will be sent to existing customers. Additionally, the Intern must be comfortable with speaking to existing customers on the phone. The intern will also assist with generating other new business leads and help close sales with clients by putting together and presenting proposals.

Focus Business Solutions

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Johnston, RI 02919

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The intern's duties include, but are not limited to:

General Marketing

The intern's primary responsibility will be to develop and execute a marketing strategy to increase sales with our existing customer base. The intern will also assist in execution and planning of direct mail campaigns, reports, press releases, product literature design and copywriting. Additionally, the intern will follow up with existing clients to obtain feedback and maintain solid working relationships promoting future orders.

Sales

Follow up with existing company clients and generate new leads utilizing a variety of general sales strategies such as cold calls, direct mail, letters of introduction and walk-ins. The intern will also have the opportunity to meet directly with potential clients and generate and present proposals.

Types of Training

Several forms of training will be provided during this internship. During the first few weeks, the intern will be given a detailed overview of the web design, printing and promotional merchandise industry. After there is a basic understanding of the industry, the intern will be given on-the-job training to learn about Focus Business Solutions and the complete line of products and services we are able to provide our clients.

The training would also include getting to know our current clients and what we provide them. The intern would be allowed to be involved in any on or offsite meetings that are held with clients, as well as learn how we handle follow-ups and closing sales.

On a weekly basis, a formal meeting will be conducted with the intern to review all marketing and sales activity during the week. The intern will be allowed to ask questions and offer suggestions to improve the company's marketing strategies.

Profile of Supervisor

The professional career of Gil Lantini began after graduating from Bryant College in 1998 with a degree in Business Management. Immediately following graduation, Gil began working as a Computer Programmer at AIPSO, a company located in Johnston RI. After gaining valuable website and software experience during the first 2 years, Gil began his own company with a business partner while still employed full-time at AIPSO. This company, base8group, offered website and graphic design services in addition to software development and support to companies in the Rhode Island area.

During his 3 years as the president of base8group, the company's sales tripled and the staff went from a 2-person operation to a full team of 8 designers and software developers. Additionally, base8group was able to work with such high-profile clients as Textron Financial, YMCA, Gilbane Construction and Douglas Wine & Spirits. At the same time, Gil had worked his way up to a senior level programmer position at his full-time job working for AIPSO, and his responsibilities included developing large-scale web-based software application for Insurance companies such as All State and State Farm.

In 2004, Gil left his position at AIPSO and also parted ways with his business partner to start his own company. This was the beginning of Focus Business Solutions. Currently, Focus employs 9 full-time staff and works with clients locally, nationally and internationally.

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