

Membership Sales Internship

Internship Description: Membership sales Interns at the Home & Building Association of Greater Grand Rapids spend their days contacting prospective members of the community that seek benefits for their organization. Through both telephone and direct-mail efforts, the membership sales Intern's goals are to generate interest and secure business meetings on behalf of the Director of Membership.

The "average day" of a Membership Sales Intern is centered on:

- Communication with prospective members (75-80%): This includes cold calling, prospecting, proactive emails and mailings, among other sales tactics.
- Sales Support (10-15%): This includes scheduling follow up meetings for the confirming business meetings, among other various administrative and support tasks.
- Prospective Member Research (10-15%): This includes researching businesses within the HBAGGR jurisdiction in the housing industry.

Desired skills and qualifications

- Declared major in Sales, Communications or Public Relations
- Familiarity and working knowledge of Microsoft Office
- Posses excellent phone skills
- Able to manage multiple tasks simultaneously and work independently
- InDesign or desktop publishing software experience preferred

Successful candidates possess:

- Ownership for exceeding performance goals
- Ability to communicate effectively (demonstrated "grace under pressure")
- Excellent written and verbal communication skills
- Excellent time management and prioritization skills
- Interest in developing relationships with small business owners
- A strong academic record
- Superior poise and judgment
- Strong service ethic

Internship Benefits: As an intern with the Home & Building Association you will begin learning the art of business to business sales by working in tandem with the Home & Building Associations Member Services & Development Director. Additionally, you will have the opportunity to assist in development and improvement of the member marketing plan, to develop recruiting resources, and to report and track prospect information gathered to the staff. In addition, as an intern you will be exposed to valuable networking opportunities. Finally, adding valuable experience to your resume.

Hours per week: A minimum of 10 hours per week is required; additional hours are available. Scheduling is very flexible.

Credit/Compensation: College credit toward communication major, minor or general electives is available.

For more information contact **Emily Lubbers**, Director of Development, at (616)281-2021x252 or email Emily.lubbers@hbaggr.com.

Internship Status: Available

No. of positions: One (1)