



**Bharati College**  
(University of Delhi)



**OPUS**  
TRAINING AND PLACEMENT CELL

## **Pre-Placement Opportunity**



- Organization:** Vasitum (<https://vasitum.com>)
- Profile:** Enterprise Sales Intern
- Eligibility:** Final Year Students across All Courses
- Joining Date (Duration):** 4 to 6 months (Chance of PPO on the basis of performance)
- Mode:** Work from office (Mon-Fri - 9 am to 6:30 pm)
- Skills:**
- Market Research & Analysis
  - Email marketing
  - Cold calling
  - Lead generation
  - Product Demonstration
- Stipend:** 15K per month
- Selection Procedure:**
- CV Shortlisting
  - Interview
- Registration Link:** <https://tr.ee/vl7EyH9mrh>
- Last Date for Application:** 9<sup>th</sup> March 2024, 2 pm

## Job Description

### **Job Overview:**

Join our dynamic sales team as a B2B Sales Generation Intern and kickstart your career in the exciting world of business-to-business sales. This internship is designed for individuals new to the field, offering a comprehensive learning experience in sales generation, client engagement, and market analysis. You'll work alongside experienced sales professionals, gaining invaluable insights into the strategies that drive successful B2B sales operations.

### **Key Responsibilities:**

#### **Market Analysis and Client Prospecting:**

- Perform in-depth market research to identify potential business clients across various industries.
- Assist in developing and refining lead lists, utilizing criteria such as industry, company size, and potential needs.
- Learn to use sales intelligence tools to enhance prospecting efforts.

#### **Lead Generation and Initial Engagement:**

- Employ a mix of tools and platforms, including LinkedIn, email marketing software, and social media, to initiate contact with potential clients.
- Craft compelling, customized outreach messages that resonate with target audiences.
- Engage in preliminary discussions with prospects to assess their needs and interest levels.

#### **Sales Support and Material Preparation:**

- Collaborate with the sales team to develop engaging sales pitches, presentations, and proposals tailored to specific client needs.
- Gain hands-on experience in creating and organizing sales collateral that effectively communicates our value proposition.

#### **CRM and Pipeline Management:**

- Receive training on CRM software to manage and update lead and client information accurately.
- Support the sales team in pipeline management, learning strategies for efficient lead follow-up and engagement.

#### **Collaborative Projects and Communication:**

- Work closely with marketing, product, and customer success teams to align sales strategies with broader company objectives.
- Develop skills in professional communication, learning to articulate solutions that meet client needs.

#### **Professional Development and Performance Analysis:**

- Participate in sales workshops and training sessions to build foundational sales skills and product knowledge.
- Assist in analyzing sales performance data to understand effectiveness and identify improvement areas.