Sales/Marketing Intern

Objective

Provide real world experience in sales and marketing. The Dawn Johnson State Farm Agency, agent apprentice program will encompass a variety of opportunities in the fields of sales, marketing and promotions.

Hours

Afternoons, Evenings and Saturdays

Compensation

This Internship position is compensated on a commission basis. Any required paperwork will be completed for school credit. This internship has the opportunity to develop into a full-time position.

Supervisor:

Jamal D. Smalls, Supervisor, The Dawn John State Farm Agency

Program eligibility and submission

- Students interested in the field of sales, marketing and entrepreneurship
- Cumulative GPA of 2.5 on a 4.0 scale
- Must enjoy working with the public sector
- Possess the ability to multitask
- Completed Application
- Two letters of recommendation
- One-page essay describing what they hope to gain from this internship
- Successful completion of interview

Job duties

- Make outbound calls to qualify leads
- Develop and execute marketing campaigns
- Develop and execute workshops
- Develop and execute community events
March 1, 2013

Dear Mrs. Bowden

The Dawn Johnson State Farm Insurance Agency in Rock Hill, SC is pleased to announce an exciting opportunity for the best and the brightest of the college students in our local area. It is an unique opportunity that will provide the students with a chance to learn the fundamentals of the insurance and financial services industry and gain hands on marketing and sales experience. They will also gain valuable insight that will help them grow as a professional and a student. This program will offer potential leadership opportunities, determined by performance. Upon successful completion of the program and evaluation, students may be offered opportunities for full-time employment and/or school assistance after graduation.

The student should be an individual that is energetic, outgoing, highly motivated and has earned a GPA of at least 2.5 on a 4.0 scale (or equivalent on a 5.0 scale). Each applicant must submit two (2) letters of recommendation, including one from a faculty member of Winthrop University. Please be advised that while GPA will be one of the determining factors, other factors such as the strength of the recommendation, interview performance, and overall personality will be major factors as well.

The selection process will be determined by the following:
- Complete Application
- Two letters of recommendation
- One-page essay describing what they hope to gain from this internship
- Successful completion of interview
- Enthusiasm, strong work ethic, integrity and ambition

We would like to set up an appointment with you to discuss this exciting opportunity for deserving students in our area. We are looking to begin the application/selection process the third week of March 2013. The training is scheduled to start on April 15, 2013. A representative from our office will contact you to schedule an appointment in the coming days. If there are any questions or concerns, please call Jamal Smalls at (843) 441-1515 or via email at smallsj3@gmail.com.

Thanks,

Dawn Johnson, Agent

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