

## Sales and Marketing Project Ideas

No matter what industry you are in, any business field can benefit from utilizing interns to their fullest potential. One of the many myths about internships is that employers cannot find the time to delegate meaningful work to their interns. The reality is that through thoughtful organization, a great number of assignments and tasks can be given to interns to save employers both time and labor. Below is a list of responsibilities, or “real work,” that interns can do in the sales field:

- Responsible for selling advertisement space in the publication e-mail blast, and website
- Responsible for making new advertising contacts and maintaining current contacts
- Daily sales functions
- Assist in developing sales materials
- Work with account managers to develop presentations and media kits
- Support direct mail initiatives
- Assist office manager with additional assigned duties
- Assisting in all aspects of daily showroom activities
- Daily communication with buyers, designers, media
- Assist at trade shows with booth/display duties, special events, etc.
- Assist with phone, e-mail, faxes to and from clients and designers
- Assist with website maintenance
- Assist with displays in showroom
- Establish forecasts and manage results
- Giving sales presentations via the web, telephone and in-person
- Coordinate all special events and promotions
- Develop new concepts for advertising
- Organize, prepare and maintain stock