



Sports Sales Internship

Internship Summary:

The Sport Sales Intern will learn in the area of tourism sales by assisting the National Sales Manager on identifying prospective sports prospective business for the Greater Grand Rapids area. They will work with clients to determine their event needs and invite them to hold their sporting event in Grand Rapids. The intern will also be responsible for updating the Simpleview CRM Database with their research findings.

Duties:

- Learn about sports facilities with Grand Rapids market and sports business matrix to identify prospective business that best fits this market.
- Research organizations as directed by supervisor.
- Email and call local members/non-local members of the organizations to learn more about the sports related meetings and events they are involved in.
- Follow up with all responses from potential leads & learn as much about the organization as possible.
- Record every response, and any new contact information, or any information provided at all into database in a succinct and efficient manner.
- Update database daily with new organizations.
- Personalize letters to organizations as follow-up and for extended communication.
- Trace out leads to the National Sales Manager and enter all possible information into database.
- Attend sales/staff meetings as schedule allows.
- Prepare sales packets, and gift bags for client site visits.
- Assisting in the planning and execution of site visits.
- Attend site tours, and meetings with potential clients.
- Provide a weekly update report to supervisor.
- Pull and enter history from Destination International MINT database.

Specifications:

Applicant must have strong communication skills and very strong computer skills. The applicant must be able to bend and lift up to fifteen pounds. The ability to work a minimum of 16 hours per week between the hours of 9-5pm, and the ability to work in a team and self-motivated environment.

Contact Information:

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