



## Internship Description

**Role:** Sales & Marketing Associate

**Company:** Shanghai Zhaoliang Business Consulting Co., Ltd.

**Reporting to:** General Manager

**Starting date:** September, 2017 or sooner

**Availability:** full time for 6 to 12 months

### **Background**

Zhaoliang Sales Generator is a managed network of independent sales agents that serves international companies across sectors to generate sales and extend market reach in China. Our business-minded and agile agents are prodigious networkers and expert key account managers. We can mobilise within weeks which saves time and creates focus; we work with blue chip clients, reputed institutions and prodigious networkers.

### **Observations**

China remains an attractive territory to enter or expand. Yet, with the rise of employment cost, companies are looking for lower cost alternatives such as appointing independent sales agents to increase sales.

Zhaoliang has established sales network (100+ independent sales agents) in or around Shanghai. We strongly believe that the best sales people are independent businessmen/businesswomen, and we wholeheartedly believe in teamwork, transparency and inventiveness.

### **Purpose of the Role**

The first purpose is to approach target prospects on behalf of our clients to qualify their interests.

The second purpose of this role is to promote Zhaoliang Sales Generator to existing and new prospects to work with us as an independent sales force.

The third purpose is to attract independent sales professionals to join our network; train them to be productive and work with them to generate sales.

The fourth purpose is to improve our digital marketing strategies and channels.

### **Role and Candidate Profile**

This is a full-time internship role; it's both a channel to help grow the business and a stepping stone for the intern to develop the company culture to become a Sales & Marketing Manager or an independent sales agent.

This is a role for a natural networker and people oriented individual; someone who loves to communicate and interact with others and is at ease selling and dealing with objections from demanding and successful people.

Domestic travel will be very limited as the role requires a local focus to network in Shanghai.

The interns need to be independent and self-motivated as they are expected to manage their own time and make decisions with their own judgement. Learning by doing and from making mistakes are encouraged.

### **Tasks**

1. Establish initial contact or arrange face-to-face meetings with senior executives at international companies via networking, emailing or calling
2. Proactively promote and present Zhaoliang or our clients' products or solutions
3. Assist the relationship building and management with prospects or clients
4. Research online, in database or chamber directories to identify targeted prospects to approach
5. Propose and implement digital marketing plan to improve Zhaoliang's online exposure
6. Manage the details in a secured cloud based CRM
7. Ad Hoc assignments from the General Manager

### **Benefits**

1. Performance based cash bonus on completion of the internship; monthly allowance applicable for candidates who commit one year
2. Reimbursement on transport and meals for client meetings and networking events
3. Attractive sales commission
4. Mentorship from the General Manager and Board of Advisors
5. flexible schedule - 8 hours per day; International work environment
6. Full-time employment opportunity upon successful completion

This is a good opportunity for highly motivated graduating students or recent graduates to experience doing business in China; develop their own professional network; and sharpen their sales, negotiation, presentation, and communication skills.

Please visit our website [salesgenerator.cn](http://salesgenerator.cn) and send your CV to [SUN Liang](mailto:SUN_Liang) at [liang@salesgenerator.cn](mailto:liang@salesgenerator.cn) and give short answers to the questions - why you and why us.

[This article on LinkedIn](#) gives you a better idea about what we do and why we do it.