

# We are HIRING!

JOB VACANCY OPEN POSITION

- BTL Weekend Intern



## **Job Title:** **BTL Weekend Intern**

**Expectation from you:** You will begin as an individual contributor, working in a team of go-getters. You would be showcasing the unique features in doing On-field marketing and lead generation for India's leading edtech company.

### **Preferred Skill Sets:**

- Strong communication skills (English & Vernacular language)
- Having a knack for sales with intent for hardwork
- Good interpersonal and presentation skills
- Candidate should be pro-active and well groomed
- Fluency in respective regional language
- Candidate should be in the last year of graduation

**Academic Qualification:** BE/BTech, BBA, BCom, BCA, MBA (2023 passing out)

### **Internship Type :**

- On-field marketing and lead generation for India's leading edtech company.
- Please note: The internship project is not related to sales and is contractual. The candidate will be on the payroll of an external partner in the duration of this internship.

### Internship Description:

- Representing India's largest ed-tech brand in on-ground BTL promotional events in malls, supermarkets, amusement parks, departmental stores, apartments and residential societies etc.
- Interacting with customers/ parents in such activities to generate leads by convincing them to book a free home demo
- Successful booking of such home demo would be considered as a lead
- Manage operations of the BTL activity to make sure it runs smoothly

### Perks :

- Only 2 day working (Sat-Sun)
- Chance of earning upto Rs 1250 per day
- Certificate of internship
- Chance of getting future opportunities with the largest ed-tech in India

### Work timings :

- Sat & Sun : 11 AM to 8 PM

### Stipend :

- Fixed : Rs 7000 per month
- Variable : Upto Rs 3000 per month  
(Details of variable structure shared in the annexure)

### Annexure : Stipend Break-up

#### Stipend:

- Fixed : Rs 7000 per month
- Variable : Upto Rs 3000 per month

#### 1. Fixed Component Structure : Rs 7000

- This would be paid out pro-rated basis working days and would not be dependent on any performance metrics. (20 working hours that can be distributed amongst sat - sun)

## 2. Variable Component Structure : Rs 3000

- This would be split basis the parameters shared below :

<b>Parameter</b>	<b>Max Variable (In Rs)</b>
Avg Leads/Week	1200
CC/DC	900
B/CC	900

- *The thresholds for achieving the required payout for each metrics are shared below:*

### A. Lead gen per Month

- This would be the anchor criteria
- Interns having less than 90 leads in the month would not be eligible for variable payout across any other metric
- In case of new intern joining anytime mid month the lead threshold would be pro-rated basis number of weeks worked
- Eg an intern joining on 15th of the month the threshold would be of 37.5 leads avg and the variable amount would also be pro-rated basis active weeks

<b>Threshold - Monthly Leads</b>	<b>Variable</b>
0-90	0
90 and Above	Rs 1200

### B. Connected Call ratio : (CC/DC)

- Post generation of leads, the leads are called by the inside sales teams
- CC/DC is the ratio of calls getting connected to calls dialed by respective business teams

<b>Threshold - CC/DC</b>	<b>Variable</b>
0-70%	0
70.01% and Above	Rs 900

### C. Booking Ratio : (B/CC)

- This is the ratio of demos getting booked to the calls that have got connected

<b>Threshold - B/CC</b>	<b>Variable</b>
0-40%	0
40.01% and above	Rs 900