

# SMALL BUSINESS INTERNSHIP INITIATIVE



Small Business Development Center  
The University of Scranton  
*Helping businesses start, grow, and prosper.*

## INTERNSHIP OPPORTUNITY

FALL 2015

Now  
Accepting  
Applications  
for:



### (1) Business Internship

Scranton, Pennsylvania

[www.getnetdriven.com](http://www.getnetdriven.com)

Deadline for Application: **September 11**

*Net Driven®. We Drive Customers to You. is its slogan. Drive a great internship for yourself today!  
Net Driven®, a leading provider of websites and internet marketing solutions to the automotive industry<sup>1</sup>,  
is a small business with local impact!*

- 20 hours per week; 12 weeks
- Daytime business hours, starting Sept. 2015
- \$10/hour
- @ 201 Lackawanna Ave., downtown Scranton

#### **Preferred Educational Background:**

Coursework and/or practical experience in general business with an interest in entrepreneurship, business development, and sales

#### **Expected Projects\*:**

The student will develop their business skills through supporting a vibrant sales team with calls to auto service dealers and great communication by:

- Gaining business acumen and knowledge of the industry; working with various internal teams and high-performance sales management;
- Learning to present a pitch offering a website and internet marketing solutions to tire auto service dealers in North America, making upcoming appointments;
- Implementing and using Salesforce, a leading tracking and lead system to show results;
- Presenting appointments to a regional sales representative for follow-up.

*\*All projects subject to change.*

#### **Learning Objectives:**

- Improve your sales skills, gain a working mastery of point of sale/lead generation software, and create leads!
- Identify and explain critical links between communication, sales, people and profits of a small, leading IT business.
- Learn what it is like to be part of an energetic, goal-driven team committed to long-term company success!

#### **Other Preferences:**

- Basic computer skills
- General knowledge of IT, web and/or sales terminology
- Fun, enthusiastic and confident personality, team-oriented attitude
- Excellent interpersonal, oral, and written communication skills
- Ability to prioritize well to meet goals

#### Career Services Partners:

- Johnson College
- Keystone College
- Lackawanna College
- Marywood University
- Penn State – Worthington
- Summit University
- The University of Scranton

#### **How to Apply:**

Send your resume and cover letter to [internships@scrantonsbdc.com](mailto:internships@scrantonsbdc.com).

Note "NetDriven" in the cover letter and also within **the Subject Line** of your email. Please note: It is requested that you **do not contact NetDriven directly**. In order to apply, you are required to follow the internship posting application process noted.

**Posting Date:** August 28, 2015

<sup>1</sup><http://www.netdriven.com/>