

XPD – Experience & Professional Development

Micro-Internships for Sales Development Representatives

We've identified the most common responsibilities outlined in SDR job descriptions:

- Ability to generate pipeline of leads and business opportunities through prospecting into companies
- Become an expert and effectively communicate value propositions to potential customers
- Confidently analyze market research and collaborate with sales team to develop and execute a prospecting strategy
- Conduct qualification debriefs with sales managers
- Conduct nurturing outreach to early stage opportunities
- Excellent written and verbal communication skills



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Ability to generate pipeline of leads and business opportunities through prospecting into companies	Grit/Drive	Time Management
Become an expert and effectively communicate value propositions to potential customers	Attention to detail	Persuasiveness
Confidently analyze market research and collaborate with sales team to develop and execute a prospecting strategy	Problem Solving	Analytical thinking
Conduct qualification debriefs with sales managers	Critical thinking	Coachable
Excellent written and verbal communication skills	Communication	Reliability

SAMPLE PROJECTS	
Competitive Mining	We would like you to research 15 companies that use one of our competitor's services. Create a list in excel and use different tabs for each company. Provide a brief justification as to why you selected these specific companies. Use your research to decide what companies will make the final target list. Additionally, identify potential objections they might have to switching providers and provide suggestions on how to overcome them.
List Crunching	We will provide a list of 50 companies attending an upcoming conference or event, and would like you to determine the name of the CEO or other executive, contact information for that individual, a brief description of the company's offering (ie market, product, etc.), and recent press highlights.
Lead Generation	We will provide a list of 50 accounts from our target contact list. We would like for you to mine through these accounts and find commonalities amongst the account contact and the account rep tied to the account. We will provide a fact sheet for all account reps tied to accounts from the target list. Once commonalities are identified amongst the rep and contacts, draft a message that can be sent via LinkedIn to get the conversation started. If there aren't commonalities between the rep and contact lists, identify someone else within the account that could serve as a good intro.

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XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
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