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EXPERIENCE NEXT



# Market Makers

**INTERNSHIP PROGRAM**



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# MARKET MAKERS

## INTERNSHIP

## PROGRAM

### Internship provides opportunity for interns to:

- Create market awareness and build white paper
- First hand exposure to buyers
- Cover multiple markets - Education, Healthcare, Enterprise
- Exposure to primary & secondary research methodologies
- Learn business analytics & report creation

# EXPERIENCE CORPORATE STRATEGY



- Executive summary
- Introduction - objective and scope + methodology (primary/secondary research, data sources, assumptions)
- Market overview
- Market size + trends
- Market segmentation - different for each market vertical



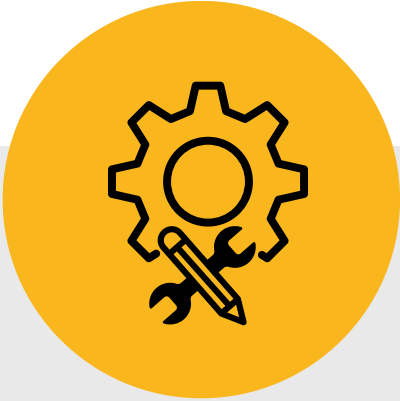
- Competition
- Customer insights
- SWOT
- Market growth strategies
- Conclusions & recommendations

# ELIGIBILITY

- MBA marketing summer internship after final year
- Specialization in marketing / general management
- Go getters, strong in marketing concepts, communication skills
- We are committed to providing equal employment opportunity
- No cut off CGPA for applying to this program.



# DURATION : 2ND JAN 2026 TO 31ST MAR 2026



## 2nd Jan to 8th Jan – 6 Working Days

- Interns will be engaged for 6 hours every day with training through virtual mode.
- They will be provided with company brochures and digital collaterals including presentation decks.



## 9th Jan to 23rd Jan – 12 Working days

- Interns will do research, build prospects list of ideal customer profiles with contact info, fix meetings and plan travel routes

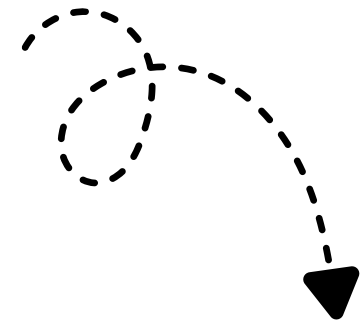


## 24th Jan to 4th Mar – 30 Working Days

- Interns will visit and meet identified prospective clients in person in their respective locations for primary research – an average of 2 meetings a day.
- Interns will collect the business cards and send scanned images to HO

# RESPONSIBILITIES OF INTERNS

Market Research

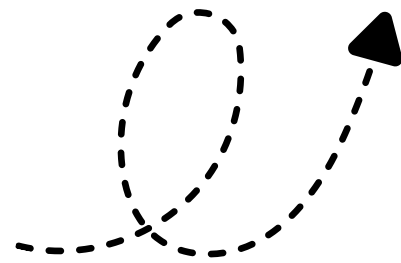


Lead

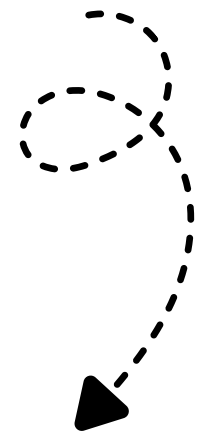
Research  
and

Prospecting

Field Visits



CRM  
Updation



Report  
Creation



# OBJECTIVE

**FOCUSING ON REACHING OUT TO END CUSTOMERS, GETTING APPOINTMENTS**

50 Nos

**MEETINGS TO LEADS**

30 % conversion – 15 leads at the end of the program





# TRAINING FLOW



- Daily visit report
- Weekly report on
  - Organizational – profile, turnover, employee strength, locations, market cap
  - Buying patterns
  - Budget, need, timelines
  - Org mapping – CEO/ MD, finance, IT/ Tech, HR



# Step 1: Orientation

Duration: 1 Day

## Activities:

- Introduction to the company, products/services, and target market.
- Overview of the lead generation process and its significance.
- Introduction to key tools and platforms (e.g., CRM software, linkedIn, email marketing tools).

# Step 2: Understanding the Target Audience

Duration: 2 Days

## Activities:

- Detailed briefing on target demographics
- Analysis of buyer personas and customer journey mapping.
- Mapping of potential clients

# Step 3: Lead Research and Prospecting

Duration: 2 Days

## Activities:

- Training on using platforms like LinkedIn sales navigator, Google search operators, and industry directories.
- Hands-on exercises to identify potential leads based on set criteria.
- Best practices for data validation and qualification.
- Customer survey questionnaire

# Step 4: Outreach and Engagement

Duration: 1 Day

## Activities:

- Training on crafting effective outreach messages (email, linkedIn, etc.).
- Guidance on following up with leads and maintaining professional communication.
- Training on CRM and data management – updating lead information, tracking interactions etc
- Training on generating reports and insights from lead data

# Step 5: Performance Evaluation and Feedback

Duration: Ongoing

## Activities:

- Weekly review of tasks and performance.
- One-on-one feedback sessions to address challenges and provide guidance.

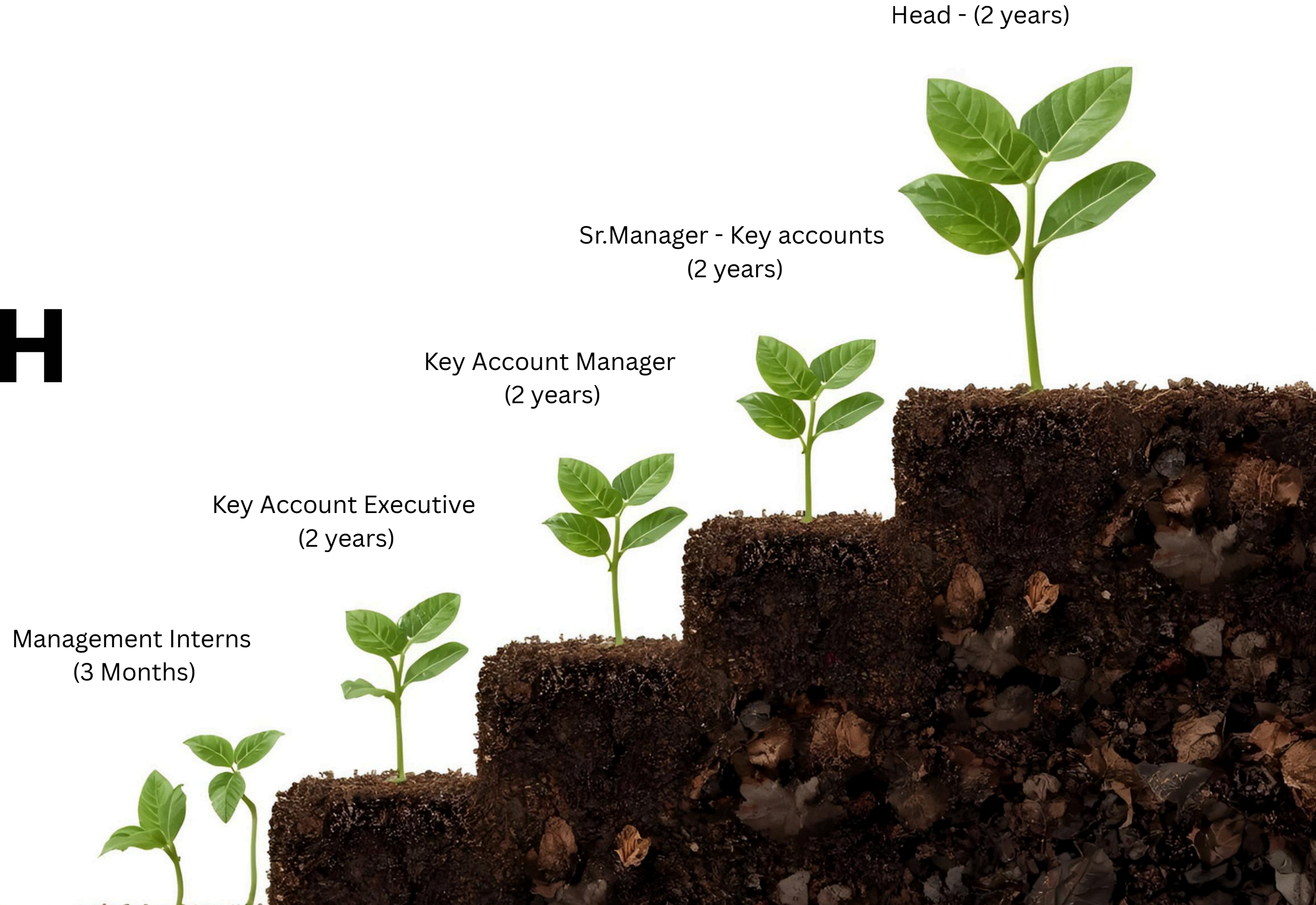
# TOOLS AND RESOURCES

- CRM platforms
- Outreach tools
- Templates for emails and outreach messages.
- Training materials, including videos, guides, and case studies.
- Video meeting tools



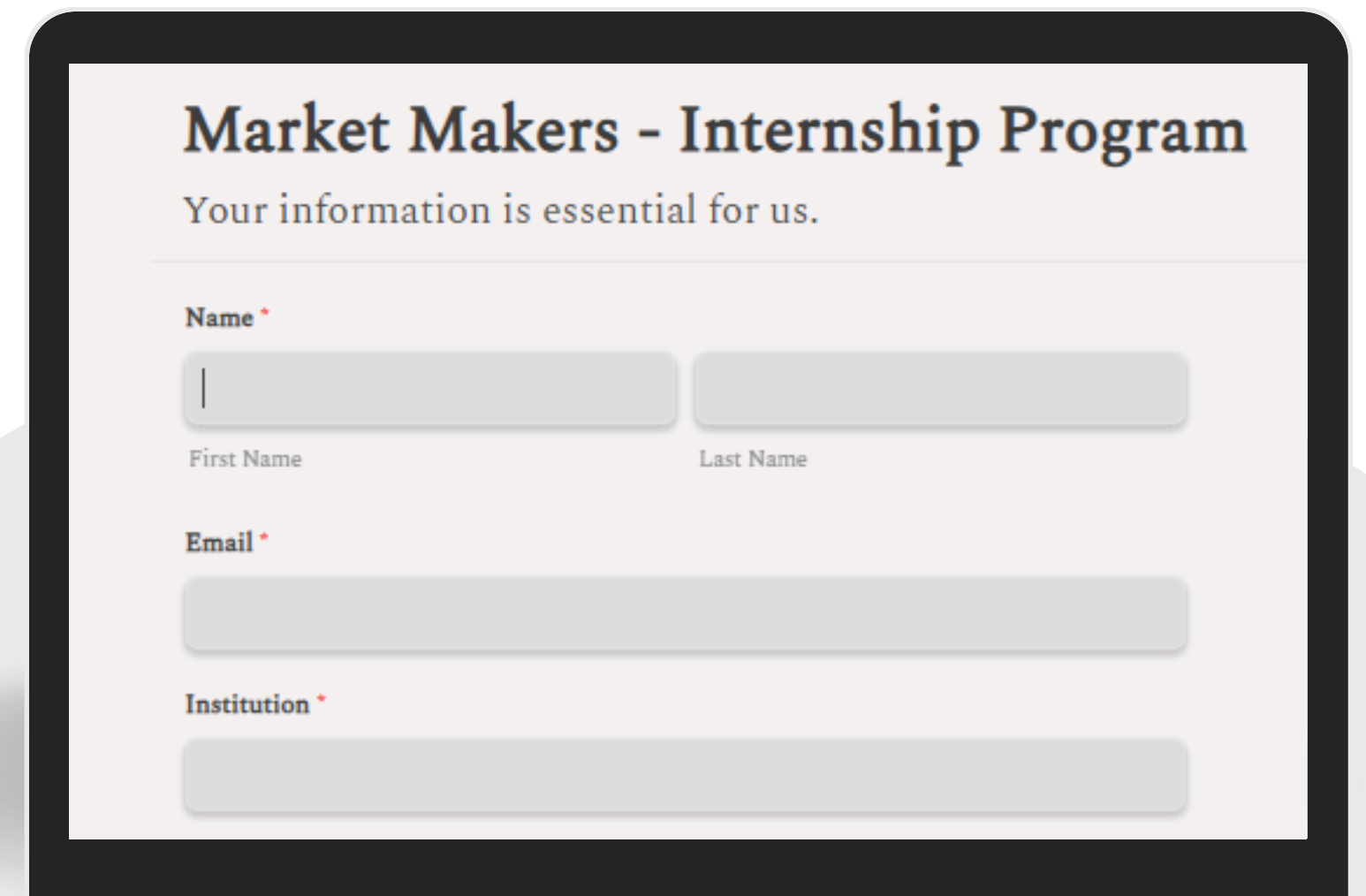


# CAREER GROWTH



**If you are  
interested, please  
proceed to register.**

[https://zfrmz.in/urDKYe0X4rCVPV  
RlqbS9](https://zfrmz.in/urDKYe0X4rCVPV<br/>RlqbS9)

A registration form for the Market Makers - Internship Program. The form is displayed on a laptop screen. It includes a title, a sub-header, and three main input sections: Name (with separate fields for First Name and Last Name), Email, and Institution. Each section has a red asterisk indicating a required field.

**Market Makers - Internship Program**  
Your information is essential for us.

**Name \***

First Name Last Name

**Email \***

**Institution \***



THANK YOU

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[www.atnetindia.net](http://www.atnetindia.net)