

Profila

Business Development

Company Profile

Profila GmbH is a Swiss start-up focussed on building a B2B2C platform that allows brands to build authentic, consensual, one-to-one relationships with their consumers. We prioritize the privacy of our consumers' data over all else and that principle is the backbone of the product we are building.

Profila is a lean start-up that has seen early interest already amongst brand owners and we are looking to bring in strategic volunteers and provide them substantial projects and experience to help them develop their careers.

Project Summary

Profila is seeking a highly motivated and enthusiastic business development assistant to join our team. The ideal candidate will have a strong interest and/or experience in B2B advertising, data and/or SaaS platform sales, pipeline management.

Project Responsibilities

- Research and compile lists of targeted brands and buyer contacts in HubSpot.
- Find common contacts in targeted brands from Profila team and shareholders LinkedIn contacts for warm introductions.
- Work with marketing on sales collateral, with specific attention to brand decks formatting, brand tailoring, sales email template creation and the setup of HubSpot sales email automation.
- Create sales demo collateral.
- Create a sales playbook with guidance from sales advisors.

Required Skills

- Past sales experience in either advertising, data or SaaS software platforms, or have studied these and have past sales experience in aligned industries, ie agencies, creative organizations etc.
- Excellent sales collateral (decks) and writing skills
- Strong attention to detail
- Ability to work independently and take initiative
- Proficiency in Microsoft Office, powerpoint and word
- Excellent communication skills, both verbal and written
- Strong organizational and time management skills

Benefits

- Opportunity to work in a dynamic startup environment
- Gain practical experience in B2B sales
- Expand knowledge of advertising, data and privacy
- Possibility of full-time or contracted employment after the internship

Work Environment & Logistical Requirements

The volunteer can work remotely from home, with occasional workshops at Profila HQ in Luzern (depending on covid restrictions and comfortability). The volunteer will work with the Leadership Team as required. The volunteer would be required to have a personal computer. Brand materials and assets and access to current team working tools will be provided

Duration

10 hours per week for 3-6 months