



**DATE:** 7/31/2018

**POSITION:** Business Development Intern

**START DATE:** 8/20/2018

Please apply to:

Jeff Breunsbach, Director of Accounts

[jeff+internship@customerimperative.com](mailto:jeff+internship@customerimperative.com)

### **SUMMARY:**

The Customer Imperative Internship program is ideal for someone who is looking for an immersive experience in a startup environment. Customer Imperative is focused on providing professional services to the B2B SaaS industry, specifically software and technology companies. We are experiencing growth and need a motivated individual who can take on the challenge of this fast-paced business. Some of the functions that you will touch: business development, content development, marketing and website enhancements, data analysis, and process development.

The Customer Imperative Internship program will be setup with objectives and key results (OKRs) for the given period - this will be facilitated under close observation from Customer Imperative leadership team to ensure that the relationship is productive for all parties involved.

### **WHO IS CUSTOMER IMPERATIVE:**

At Customer Imperative, we're obsessed with customer success. We design and implement measurable, scalable customer success programs for fast-growing B2B SaaS software and technology companies.

Our team of experienced consultants, data analysts and LTV evangelists have proven track records at B2B tech companies large and small, public and private. Here are some of the results we've driven over the last 18 months:

- Developed a Customer Success program to increase retention and renewal rates at a \$25MM company
- Reorganized sales and customer success functions to increase customer upsell revenues at a \$60MM company
- Built customer segmentation and expansion campaign for a \$150MM payments company
- Defined client services and success organization for a rapidly growing \$15MM software and services company
- Created a customer success playbook to drive platform adoption for a \$25MM software company
- Developed the job specification for and supported the hiring of an SVP, Customer Success role for a \$15MM software company
- Supported acquisition due-diligence process for a \$1B private equity fund



**DUTIES & RESPONSIBILITIES:**

- *Inside Sales:* Work alongside Customer Imperative employees to help research and cultivate new business opportunities through the use of various web-research tools/platforms
- *Content Creation:* Conduct independent research that can be crafted into blog posts that will be shared through the Customer Imperative Blog and other social media channels
- *Data Analysis:* Prepare, cleanse, and analyze large sets of data for further analysis by the Customer Imperative team
- *Operations:* Identify internal processes and actively suggest better solutions

**KNOWLEDGE, SKILLS & ABILITIES:**

- Self-motivated, proactive team player with out-of-the-box ideas to solve challenges
- Strong interpersonal skills and experience building strong internal and external relationships
- Consistent track-record of following through on key objectives and results
- Strong communication skills, especially business writing
- Proficiency around MS Office Suite, GSuite and Apple products
- Ability to maintain a complex schedule of initiatives, ensuring deadlines are met

**PERKS & BENEFITS:**

- Learn about Software as a Service and the Customer Success function from industry leaders
- Work from home flexibility
- Opportunity to participate in a growth-stage business

**DISCLAIMER:**

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Customer Imperative, LLC is an Equal Opportunity Employer