



Perdue School of Business: 2017 Spring Intern

Miranda Lamey

Workplace Atmosphere

- I worked in the Franklin P. Perdue School of Business
- I aided and assisted Professor Marion J. Billups Marketing Professor
- Professor Billups is working on her Dissertation from Kennesaw State.

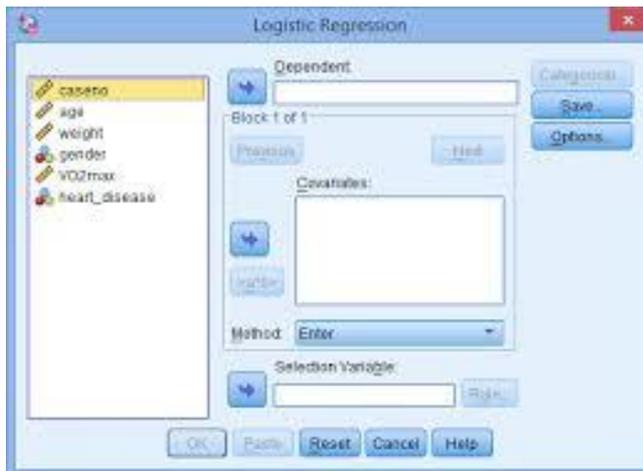


Background

- “Redefining the Sales Call”
- Sales process is undergoing a revolution because of technology.
- Buyers evaluation of sales person based on frequency and alignment of sales calls.
- Salesperson’s attributions pertaining to sales call success and failure.

Responsibilities

- Cleaning data from different surveys
- Assisting in analysis in SPSS
- Calculating statistics for results of data collection for the final write up.
- Chart creation



Challenges

- Balancing my class load and another internship
- Trying to find the most efficient and effective way to collect, clean and analyze the data
- Being on the same page as my supervisor.



Outcomes

- Better communication skills
- Confidence in my knowledge and my abilities
- Professor Billups has finished her Buyers write up and is working on the Sellers.