



### **Mild To Wild Rafting and Jeep Tours – Sales Internship**

**Location:** In person, at the Durango, CO office (50 Animas View Dr. Durango, CO 81301). Some training/hours may be done remote.

**Hours:** The first 6 weeks will be part-time (15-20 hours per/week) and will transition to full time following the completion of the spring semester.

**Applications:** Will be considered as received. Please submit ASAP.

**Start Date:** March 16th

**End Date:** August 15<sup>th</sup>

\*Continued employment can be discussed upon completion of the internship.

**Email resume to:** [Molly@Mild2WildRafting.com](mailto:Molly@Mild2WildRafting.com) and [Benjim@mild2wildrafting.com](mailto:Benjim@mild2wildrafting.com)

**Pay:** \$16-\$19/hour

**Business Overview:** Mild To Wild Rafting was founded 30 years ago in Durango, CO, and has since become the southwest's largest premier outdoor experience company. We take 30,000 guests/year on whitewater rafting, off-roading, and national park tours in Utah, Colorado, and Arizona. Our current employment is about 150 people, with 13-15 on our sales team and 5 on our in-house marketing team (the remainder being guides, drivers, and managers for our variety of tours).

**Description:** Students will learn a value-based sales strategy where they will sell outdoor experiences ranging from \$300 – 20K. This includes building rapport and relationships and mastering best practices in sales techniques to overcome obstacles in the customer purchase journey. Students will also learn to sell the brand with the product, a critical part of our strategy to maximize customer lifetime value. This entails building our brand through the initial sales process, curating the guest relationship after the sale until trip time, and continuing communications post-trip to sell additional experiences for repeat purchases. Mild to Wild's philosophy is to set the proper expectation in the sales process, then over-deliver on the trip/tour experience. Students will also become proficient in sales technologies including CRM, reservation, and business communication tools including HubSpot, Google Workspace, Slack, Goto, Livechat and Arctic Reservations.

**Mentorship:** Co-owner and founder Molly Northrup Mickel will mentor students. Molly received an MBA with an emphasis in marketing in 1989 from the University of Wisconsin Madison. Following graduation, she took a job with Ford Motor Company as the St. Louis metro-area sales rep selling cars from the manufacturer to the dealers. After leaving Ford in 1993, she founded Mild To Wild Rafting Inc. in 1994 with the purchase of the southwest branch of American Adventure Expeditions. Over the past 30 years, Molly has helped the business 50X revenues and expanded operations locally in Colorado and into Arizona and Utah. She credits sales growth to her MBA, experience at Ford, and steadfast commitment to sales as a strategic component of the business



which she has fostered through continued education, consulting, and market AB-testing. Molly looks forward to sharing her knowledge with students and helping them transform into sales professionals.

**Program Vision:** Mild To Wild's rapid sales growth over the last 5 years has created the need for more talented and professional sales team. The internship program allows Mild To Wild to develop professional sales skills and industry knowledge in students with managerial aspirations. We believe University students with interests in sales, business, and the outdoors are likely to be successful at Mild To Wild. After the spring/summer internship, there are opportunities for continued flexible, part-time during the school year, or full-time opportunities. In the off-season, our sales team is brought into marketing projects as well.

**Sample Program Itinerary: (The exact schedule will work around Intern's school schedule)**

**Early April** First day! Company introduction, onboarding, tech intro, begin training, and learn the sophisticated Mild to Wild sales process and introduction to sales tools.

Study your online videos, slideshares, cheatsheets and sales videos. You are given a spreadsheet with links to self-study/learning tools to do on your own at your convenience.

**Early April** Training Mild Trips

- Castle Valley (Moab Daily - Colorado River)
- Lower Animas (Animas River - Durango, CO)
- Land Tours
  - o Durango Jeep Tours
  - o Silverton Jeep Tours
  - o Moab Jeep Tours
  - o Mesa Verde National Park Tours
  - o Jeep Train Package

Practice, Practice, Practice!!! Get to know the products (an essential for all successful sales reps!).

Listen to calls in the call log for individual learning.

Follow sales scripts on cheat sheets and in HubSpot.

Continue your self-study/learning spreadsheet.

**Mid-April** Intro to HubSpot and Slack. Questions/Practice selling mild trips together. Continue your self-study/learning spreadsheet. More sales techniques introduced.

**Late April** Sell mild trips with sales tools and learn our reservation system, Arctic Reservation.



Follow sales scripts on cheat sheets and in HubSpot. Practice selling mild trips together. Continue your self-study/learning spreadsheet. More sales techniques introduced.

**Late April:** Intro to intermediate and high adventure trips, learn phone system GoTo (our phone system), and practice with each other. Screen calls and passes off and listen in.

Follow sales scripts on cheat sheets and in HubSpot.

Practice selling mild trips together.

Continue your self-study/learning spreadsheet.

**Early May:** Sell intermediate and high adventure daily trips. Introduce to live chat for learning and start calling our lead magnet inquiries.

Intermediate & High Adventure Trip Training

-San Miguel River

-Piedra River

-Upper Animas River

Follow sales scripts on cheat sheets and in HubSpot.

**Early May** Intro to Hubspot and Slack. Questions/Practice selling intermediate and high adventure daily trips with other interns implementing your newly learned sales techniques. Coaching provided.

**Early May** Taking live calls, handling if qualified. Pass off if not. Intro to texting.

#### **Sales Tips:**

- Don't forget to cross-sell (VALUE ADVENTURE PACKAGES)
- Add-ons are important too, to maximize customer VALUE.
- Sales is an iterative process; you will get better. Screen guests, get to know them, and qualify them! Guide them through the buying process, build value, develop relationships, and squeeze! A lot to do all while having fun with it because we are selling fun.

**Mid May** *Moab office visit! Meet management and guides. Experience our Castle Valley raft trip and Moab jeep tour. We know there is nothing better than personal endorsement so let's get you out there and adventure.*

**Late May:** Progress Review 1

**Late May** Overnight Castle Valley trips (2 and 3 days) and how to sell a multiday river trip.

**Early June** Practice selling Multiday value and Castle Valley 2 and 3-day trips.



**Early June** You are able to hold your own as a Mild to Wild Adventure Sales Specialist. Time to put your new sales knowledge to practice! Go on as many trips as you want for Free and live with adventure this summer!

**Mid June** Progress Review II and sales coaching

**Late June** Taking on more responsibility in the sales department.

**Early July** Progress Review III and sales coaching,

**Late July** Progress Review IV and sales coaching, Introduction to broader marketing insights at Mild to Wild

**August 15<sup>th</sup>** Exit Interviews/Continued Employment?