

Last spring/summer I worked as a marketer for College Works Painting. A good friend of mine from High School was Managing a Branch and got me involved. My experience consisted of going door to door with a binder containing an informational sheet with contact information about the manager, a brochure on the products and insurance of CWP, and the Leads sheet which would contain the Name, Address, Phone Number, Best time to Contact, and Possible Work to be done of each customer. My responsibilities were that of finding a location to market, keeping in close contact with my manager, obtaining leads on potential jobs, and maintaining the information sheet on each lead. Talking to the customer was my favorite part of the experience. Convincing most customers that had already been approached by similar companies was not difficult mainly on account of the fact that the estimate is free and non-binding, and because of the extensive insurance policy. My manager also worked with us to set goals and provide initiatives such as gift certificates and dinners. I enjoyed my experience, and will be doing it again this year.

-Chris Ciesla