

# Working at ProspectSoft

Comments from Fanny, placement student

Course: BA (Hons.) European Business Studies

Job title: Marketing Assistant

Location: High Wycombe



## Why did you apply to ProspectSoft?

ProspectSoft is a rapidly growing CRM (Customer Relationship Management) software developer. I applied for their vacancy, as I believed that within a smaller organisation my role would include greater responsibilities. Also, I wanted to know more about Customer Relationship Management, as it is such a growth area for small and medium sized companies and a working knowledge of its application would strengthen my CV. Once I had started my placement, I found out that ProspectSoft CRM, the software that they have developed, is the best on the market for SMEs, but is less well known than its competitors. I thought that a marketing position in such a rapidly growing company would be quite challenging!

## What does your job involve?

My job involves a mixture of Marketing and Communications activities. The company sells through a channel of value-added resellers throughout the UK and overseas. Each quarter the marketing department launches a new marketing pack including incentives, a new range of literature, etc. My job is to develop and manage these packs alongside developing case studies, industry and market analysis reports, and sales

collateral. It also includes managing and reporting on regular communications with resellers, end-users and partners while the Marketing Director is developing and maintaining partnerships and marketing programmes with HP, Intel and other alliance partners.

## What have been the highlights of your placement (work)?

So far I've really enjoyed working with ProspectSoft. When I applied, I never thought that I would become so involved in major marketing activities. Every quarter, we create a complete new marketing pack and I participate in all parts of the decision-making and creative processes related to them. ProspectSoft directors listen and value my ideas and if I want to take on a project that fits with the business's needs and wants, ProspectSoft is more than happy to help me to achieve it.

## What have been the highlights of your placement (social)?

ProspectSoft is itself a typical SME, this year employing 4 placement students (2 from Brookes). So, you get to know one another rapidly and there's always someone to go to the pub with! The average age is under 30, which really helps placement students to find their own slot in the company and to make friends.

## What advice would you give to someone considering a placement at ProspectSoft?

As in any growing company staff support services are limited, so students who are able to seek the active co-operation of others will gain the most from a placement here. ProspectSoft can be an immensely valuable environment for such individuals, although it's not suitable for everyone. Be prepared to take responsibilities and share ideas with every member of the team. You will gain hands-on understanding of the marketing function from incentives to creation of new literature and development of partnerships with major companies.

ProspectSoft provides a really valuable experience, with the possibility of a job when you have finished your studies. It was the best decision I have ever made!

If you want more information about ProspectSoft CRM, have a look at our Website: [www.prospectsoft.com](http://www.prospectsoft.com)

If you want more information about ProspectSoft Ltd Placement Scheme, please send an E-mail to: [ray.redpath@ProspectSoft.com](mailto:ray.redpath@ProspectSoft.com)

## Key Features

- **Configurable** for many sizes and types of organisation with multiple functional modules
- **Dynamic integration** with **Microsoft Office** giving full document management
- **Fully scalable** from entry-level to enterprise-wide solution
- **B2B** and/or **B2C customer relationship management** within one system
- Sales force, marketing and field service **automation**, all with management escalation
- **Dynamic analysis** and **detailed management reporting** on customers and suppliers, sales, service or products

