SALES AND ORGANIC GROWTH INTERN

Break of Dawn · Mumbai · bybreakofdawn.com

ABOUT US

Break of Dawn has been making fresh, plant-based dairy in Mumbai since June 2017. An all-women kitchen makes the whole range from scratch: almond milks, cultured almond cheeses, nogurt, bliss balls, dips and butters. No preservatives, ever. The kitchen team starts early so orders reach doorsteps at the crack of dawn.

Break of Dawn also runs **Gather**, our event studio in Deonar.

THE JOB

- **Location:** Deonar, Govandi East, Mumbai, near Chembur. You should be comfortable travelling to Deonar.
- **Job type:** Internship, 3 months, starting immediately. Exceptional interns will be offered a full-time role.
- **Pay:** Paid internship. Monthly stipend plus incentives on what you bring in. We share the amount at the interview.
- **Work mode:** On site preferred, in our office, Monday to Saturday, 10am to 6pm. Hybrid for college students.
- **Flexibility:** We keep schedules flexible. On site is preferred, but for college students we can make it hybrid and build your week around your classes. We want you to have creative freedom and a pace that doesn't burn you out, while you learn to plan a schedule and stick to it.

THE ROLE

We're looking for someone who communicates brilliantly, carries themselves professionally and enjoys turning a conversation into an order. As our Sales and Organic Growth Intern, you'll work directly with the founder on revenue: bringing customers back, growing repeat orders and subscriptions, winning gifting and business orders from companies, and bringing collaborations and events into Gather, our studio.

WHAT YOU'LL DO

- **Customer win-back:** contact customers who have stopped ordering, on WhatsApp, with an offer that suits what they bought before
- **Repeat orders:** encourage existing customers to order again, and suggest products that go with what they already buy
- **Subscriptions:** turn regular buyers into weekly subscribers, and follow up with those whose plan has ended
- **Enquiries:** reply to enquiries and possible orders on WhatsApp, Instagram, phone and email the same day, and turn them into orders
- **Corporate gifting:** reach companies, HR teams and decision-makers, and pitch our hampers for corporate gifting, the new year and other occasions
- **Partners:** build relationships with event planners and business partners such as cafés, offices and studios
- **LinkedIn:** use LinkedIn to reach companies, HR teams and partners

- **Collaborations:** find brands, creators, organisers and communities to collaborate with, and set up each collaboration from the first message to the day itself
- **Gather events:** bring events into Gather, turn enquiries into confirmed bookings, and be there on event days to welcome guests and make sure everything runs well
- **Proposals and follow-ups:** prepare short quotations, and follow up quotes and samples until the order is confirmed
- **Tracking:** keep one sheet of who you contacted, what they ordered and the revenue won, and send a short note every Friday

WHAT WE'RE LOOKING FOR

- Excellent spoken and written communication in English, and comfortable in Hindi: you speak clearly and write messages people answer
- Strong interpersonal skills: you conduct yourself professionally with customers, companies and partners
- Confident talking to customers, clients and potential partners, on the phone and in person
- You build rapport quickly, ask questions to understand what someone needs, and explain persuasively why our products fit
- Some experience in sales, customer service, events or hospitality. An internship, a part-time job or selling for a family business counts
- Calm and welcoming on an event day, and good with timings, set-up and last-minute changes
- Persistent: you follow up again, and again, and stay polite
- Organised: you remember a follow-up three weeks later without a reminder
- Comfortable being measured on orders and revenue, not on hours
- Discreet. You will know who our customers are, and that stays inside the company

BONUS POINTS

- Experience selling food, health or direct-to-consumer products
- Contacts in HR, corporate gifting or event planning
- Comfortable tracking customers in a spreadsheet or CRM

> **You'll thrive here if** you like the moment a customer says yes, you are comfortable hearing no and asking again, and you want to help a small food brand grow orders you can point to. If that sounds like you, we would like to hear from you.

ADDRESS	Break of Dawn, Ground Floor, Jayshree House, Govandi Station Rd, Deonar, Govandi East, Mumbai 400088
HOURS	Monday to Saturday, 10am to 6pm (evening events agreed in advance)
WORKING STYLE	On site preferred (hybrid for college students), hands-on, in a small team, working directly with the founder.

TO APPLY

Send your CV.

All CVs and questions about this role go to:

aaryaman@bybreakofdawn.com