

# Strategies for Successful Internships

*Norm Clark, Ph.D.*  
*Instructional Associate Professor*

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**INDUSTRIAL DISTRIBUTION  
PROGRAM**  
TEXAS A&M UNIVERSITY



# Texas A&M Industrial Distribution

- **Oldest, Largest & Highly Recognized** Distribution Program in the U.S – 65 Years of Excellence
- Interdisciplinary Degree in **Engineering & Business**
- **1025+** Enrolled Students
- Approximately **350+** Graduates per Year

## Master of Industrial Distribution (MID)

LEADERS IN DISTRIBUTION

CO-TAUGHT BY INDUSTRY

B2B FOCUSED CONTENT

ASYNCHRONOUS LEARNING

POWERFUL NETWORK

DESIGNED FOR WORKING

PROFESSIONALS



## P.A.I.D Career Fairs

- **100+** Companies represented to recruit
- Interns, Co-Op, and Full-time Employees
- Fall Career Expo
- Spring Career Fair

# **BUILDING A TALENT PIPELINE**

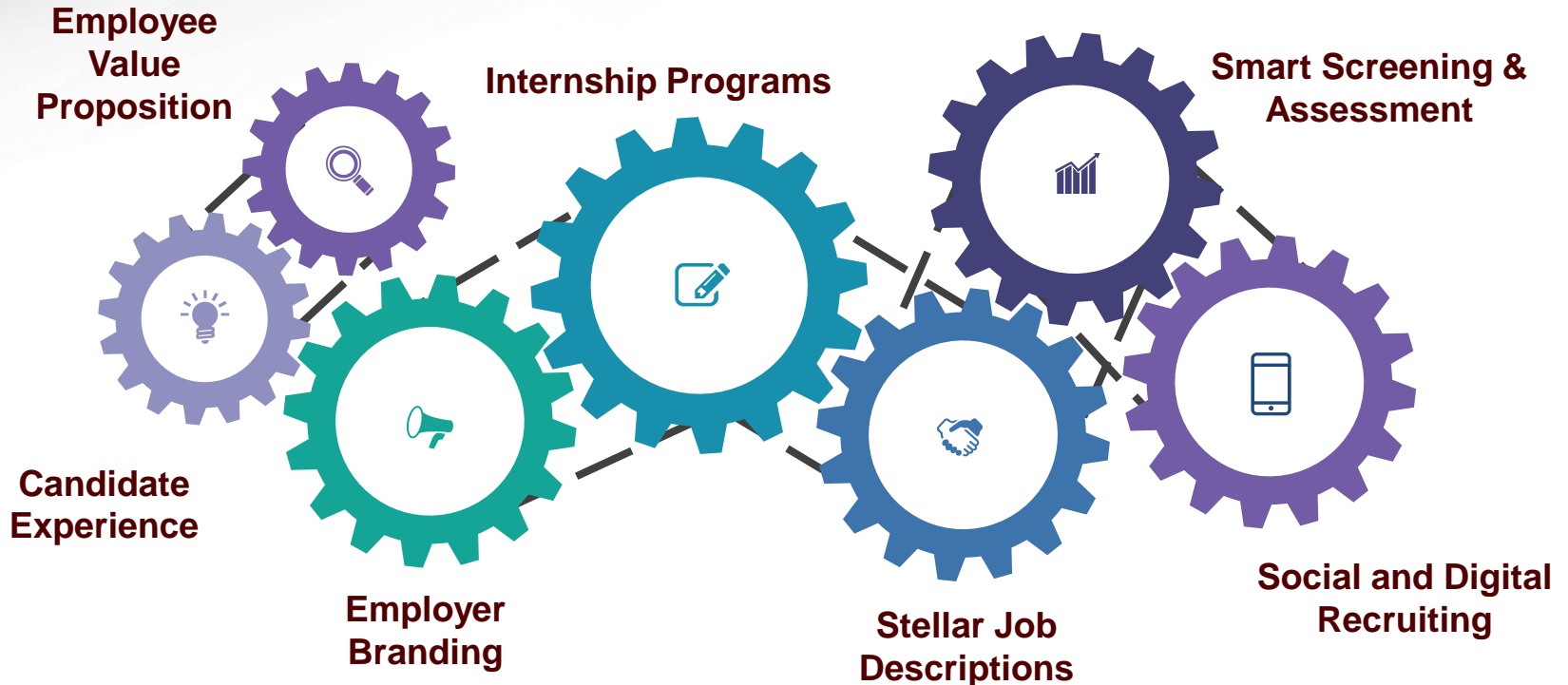


## Why Build a Sustainable Talent Pipeline

- **Future of Distribution:** Channel 2.0, Go-To-Market Strategy, Innovation, Differentiation, Value Creation and Customer Experience.
- Strategy is only “plan on a paper” – **People** execute Strategy.
- The **Speed** at which Companies grow depends on our people.
- Value of Human Resources is often underestimated.
- **Growing Talent** is better – Cultural Fit, Succession Plan
- Develop a Long-Term **Multi-Faceted** Talent Acquisition Strategy That **Aligns** with Your Business Strategy



# Next-Gen Talent Acquisition



# INTERNSHIP PROGRAM

# Understanding the Value of Internship Programs

- Internships are a low-cost option to recruit carefully evaluated and **culturally tested** entry-level professionals.
- Design a **project-based, rotational, and engaging** internship program.
- Internships **build your brand** with next-generation workforce.
- Interns are **NOT** summer help; they are a **10-week extended interview**.
- Internships are “**Try-Before-You-Buy**”– While you are evaluating the intern for traits & skills, they are evaluating your company for culture and fit.





## Where to Look for Interns

- High Schools
- Trade Schools
- Community Colleges
- Colleges and Universities
- Career/Job Fairs
- Social Media




# Examples & Ideas

**RS Components**  
64,516 followers  
1mo • Edited + Follow

We are celebrating our interns as part of [#NationalInternDay!](#)

Meet the interns that are making a huge impact across the RS group in a variety of areas from sales and marketing to finance, customer services and our brands [Designspark Ltd](#) and [OKdo](#)



39 • 2 Comments

Like Comment Share

- Use an Event or Achievement to tell a Story
- Use Real Photos
  
- **EVEN BETTER:**  
Let the employees tell your story

**SunSource**  
4,780 followers  
2mo + Follow

As a last test we put our [#interns](#) through a group presentation! So happy they decided to dress their best for the event.

**Tony Fantuzzi Jr** • 2nd  
Senior Manufacturing Engineering Student at Western Michigan University  
2mo • Edited

Today wraps up my Engineering Sales Internship with SunSource. Over the course of the summer I had the privilege of working with such an amazing group, while learning about inside and outside sales. Throughout the internship, I ...see more



53 • 1 Comment

Like Comment Share



# Examples & Ideas

**Cynthia Lang** • 1st  
Director, Talent Acquisition at SRS Distribution Inc. telling stellar candidates ...  
2d

Our 2019 Summer Interns rocked their presentations today. We are so impressed with them for their research and creative ideas on our business.  
[SRS Distribution Inc.](#) [Stacy Croff](#) [#internship](#)



3

Like Comment Share

Search LTE 7:58 PM 99%

**Rylie Hoover** • 2nd  
Intern at Briggs Equipment  
1w • Edited

Presented my summer project for my sales internship at [Briggs Equipment](#). What a wonderful opportunity to present in front of all the executives. I felt my passion for my project was truly exemplified and I hope it benefits the company moving forward. Special thanks to my Ottawa team for teaching me so much this summer! Grateful for another challenging and rewarding internship.



LEADERS IN MATERIALS HANDLING  
BRIGGS EQUIPMENT  
LEADERS IN MATERIALS HANDLING

# An Attractive Employee Value Proposition (**EVP**)

## Answers the Question “Why should I go to work for you?”

- **Tangible rewards** – compensation, benefits, growth, development, etc.
- **Intangible rewards** – meaningful/challenging work, great culture, work/life balance, etc.

## Sets You Apart from Your Competition

- Develop an **authentic** and **unique EVP** by clearly defining your company values, benefits, culture, and approach to developing people.
- A clearly articulated **EVP differentiates** your company from competitors and helps you to communicate a **consistent** and **clear** message during recruiting.

# Develop a Structured and Challenging Internship

- Design internship programs that are **10-12 weeks** long with **rotational opportunities**.
- Include a **meaningful project** as a part of the program.
- Develop a list of your **Pinch-Point Projects** for interns.
- Include customer and manufacturer **site visits**.
- Seek to develop a **day-by-day internship plan and/or handbook**.
- **Engagement & Culture:** Breakfast with Executives, Coffee Chats, Socials, Project presentation to Leadership.





## Summer Intern Program

- **Week 1**

- Company and Industry Introductions
- Receiving

- **Week 2**

- Shipping

- **Week 3**

- Deliveries
- Introduction to Customers

- **Week 4**

- Counter Sales
- Lunch with Key Vendor

- **Week 5**

- Showroom Sales and Builder Sales Calls

- **Week 6**

- Outside Sales
- Customer Visits

- **Weeks 7-12**

- Special Project
- Present Findings to Executive Committee
- Additional Counter Sales



# Build Relationships...Build Your Brand

- Engage with Schools...**Have a Presence** on Campus
- **Career Fairs**
- Have a **Champion**
- **Guest Speakers**
- Capstone **Project Sponsors**
- **Intern for a Day**
- **Donate Equipment** to Labs
- Work with **Student Organizations**



# Developing Meaningful Projects for Interns

- **New Generation Work Force:**
- Grew up in a world of **advanced technology** and are **not intimidated by it**
- Understand **social media** as a **communication tool**
- Most **want to be challenged** and feel that they are making a contribution
- Want a **job that is meaningful**
- Want to understand how **their work contributes to the organization**
- Want to see a **clear career path**
- Want **open communication** with supervisors

# Converting Interns to Full-Time Employees

- Provide a **full-time offer** to candidates at the end of internship
- If they are graduating after more than one semester, provide a **Letter of Intent**.
- Establish a clear **deadline** to accept or decline offers or letters of intent.
- Set up HR systems reminder to send emails or **touchpoints to keep interns engaged**.
- **Invite interns** who accept a full-time job **for annual meetings**; this makes them feel part of the company.
- Seek **feedback** from interns for future improvement.







## Summary

- **Build** a Talent Pipeline.
- **Employees** must see the **Value of Internships**.
- **Know Where to Look** for Interns.
- Establish an attractive **EVP**.
- Develop a **Structured and Challenging** Internship Program.
- Develop **Meaningful Projects**.
- Have a Process for **Converting Interns** to **Full time**.



**WE'RE  
HIRING**



## 2022 FOCUS AREA: TALENT ENGAGEMENT & DEVELOPMENT



### SALESFORCE STRUCTURE

- The evolving role of inside sales vs. outside sales. Digital sales. Innovating quote/bid, customer service, and business development roles.
- Centralized Vs. regional vs. local salesforce. Evolution in consultative, solution & technical sales.
- Working with the marketing team.



### TOTAL COMPENSATION

- Pay bands, Geo adjustments, control – local vs central, matching offers, equity adjustments, various types of bonus.
- Benchmarking industry vs. region, define “competitive salary,”
- Compensation package presentation.



### PEOPLE METRICS

- Meaningful metrics - sales/employee, turnover, satisfaction score.
- Objective and subjective metrics - HR and Employees.
- What to measure / How to measure.



### TALENT RETENTION

- Employee Experience – Touchpoints – Creating a positive work environment.
- Engagement activities – Feedback – Pulse/Satisfaction surveys
- Leadership empathy & engagement.



### MANAGER DEVELOPMENT

- Branch Manager – Sales Manager - Operations Managers  
Capability Building
- Power skills development
- Workplace Innovations



### FUTURE OF HR

- People Operations – HR Org Structure - Roles & Responsibilities
- HR Partner – Training & Workforce development
- HR as a strategic partner



# TALENT DEVELOPMENT COUNCIL



## DELIVERABLES

- Summer Individual Company Meetings
- **Fall Workshops** – 3 Topics
- **Spring Workshops** – 3 Topics
- Electronic & Printed Resource Folders
- Videos + Presentations
- **New!** Two Talent Roundtables [In-Person]

## VALUE-ADDED SERVICES

- **2023 Social Recruiting Guide**  
20+ topics + 150 examples
- **2023 Social Posting Calendar**  
2020 Month-by-Month
- **Priority Guest Lecture**  
Fall & Spring – IDIS 240
- **Talent Matters**  
Micro-Learning Emails
- **New! Quarterly Book Summary**



**BENCHMARK YOUR TALENT PRACTICES**



**LEARN BEST PRACTICES FROM OTHER CHANNELS**



**DISCOVER NEW STRATEGIES, METHODS AND TOOLS**



**ALIGN YOUR TALENT STRATEGY WITH BUSINESS STRATEGY**



**ACHIEVE COMPETITIVE ADVANTAGE THROUGH TALENT DEVELOPMENT**

Contact: Dr. Norm Clark at [nclark@tamu.edu](mailto:nclark@tamu.edu) for more information



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# Thank you!! Questions?

**Norm Clark, Ph.D.**  
Instructional Associate Professor  
Texas A&M University  
[nclark@tamu.edu](mailto:nclark@tamu.edu)  
Mobile: 979.777.0122



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