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Marketing Internship Report

Student's Name

Institutional Affiliation

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Marketing Internship Report

Since my childhood, I have always desired to work in the Insurance industry. It is an essential process which needs an individual to analyze every step which has been made in the whole process. In specific, as an individual prepares to be a professional in a particular field or industry, any experience associated with the profession should be taken seriously in ensuring that specific goals are achieved. In the journey of career development, the learning in a global environment, and undertaking my internship in a reputable insurance agency as an insurance agent assistant is an extraordinary experience which I trust is going to be very beneficial towards my career and professional development. As a result, in my current study, I reflect my internship at insurance agency as an insurance agent assistant and the experience I have in the placement of expertise. The process of career and professional development is not an easy journey.

My posting at insurance agency as an insurance agent assistant has been of great help to my working career. First and foremost, I would love to appreciate my manager who has been so instrumental to my acclimatization within the company. The manager has been of great help to me as he always offered support and he is still ready to assist me in the areas of my weaknesses. The departmental manager has ensured that I am always part of the great of the insurance company staff that has enabled me to share and acquire skills, knowledge, and experiences from the members of the grand team. Up to this far, I can describe my internship as a successful one as it has enabled me to transfer my skills and knowledge into actions, acquire more experience, skills, and knowledge from working colleagues as well being in a position to evaluate performance against the set objectives of the insurance company in my workplace.

Transferable and Transferable Skills, Knowledge and Experience

The workplace experience is another essential task I enjoyed during my internship at insurance agency as an insurance agent assistant. My placement was crucial for my professional as well as career development. One thing that I loved about my internship is the fact it created a chance for me to put into practice the various experiences and abilities I acquired in my marketing classes. Before the reflection of the operational as well as the transferable skills that I got during the internship, I initially defined the objectives I needed to accomplish during my placement at the insurance agency. My initial purpose was to make sure that I sharpen my skills and expertise regarding the operations and performance of the insurance industry. Secondly, I intended to use the internship to help me in expanding my relationship with the working colleagues and to a taste of feeling of the working environment in the insurance company at the global level. The other objective was to examine my abilities and skills and to improve my professional and career appearance within the working environment in the insurance company. Lastly, I purposed to practice my cultural competencies as well as to learn how to interact with people from different cultural backgrounds and diversities within my area of specialization and others outside the marketing and insurance profession.

The internship has been crucial to me since it has enabled me to develop new skills in the better ways of customer's services. The unique abilities have allowed me to acquire specific etiquette that has helped so much in handling guests with a lot of respect and dignity. I worked as an insurance agent assistant. At this marketing department, I have learned that the customers are the backbone of the success of any organization and they will always remain right. Furthermore, I have realized that clients love to be appreciated, treated with respect and dignity. Any guests whose demands are met by the services offered by the insurance agency always tend to come back to the company if not alone but also with a friend.

At some situations I encountered very stubborn clients who use abusive language as well but using the much experience I have gained by interacting with various kinds of people, I have always managed to handle such clients and many times they have left more satisfied than they come into the company. I comprehend the fact that without the clients, then, the organization will cease to exist as they are very critical stakeholders in the business that must be treated with care to keep them within the company by creating customer loyalty. My heart desires that every time I manage every customer most respectably and satisfyingly that they would always want to visit the agency again and again. I have to handle the customers depending on their cultural backgrounds, and I usually appreciate our diversity as humanity. Many times, I found myself very comfortable to interact with customers from diverse cultures as I typically love learning the new ways of life and customs of other people.

Furthermore, at my workplace, I have significantly improved my communication skills through interaction with various kinds of people from diverse cultural backgrounds. When dealing with the customers, the language and the approach used to interact with guests is very important as it may make the client come back or go for good. I have learned always to remain warm, humble and polite even if I am wronged by any of the clients. Since insurance agency involves teamwork, excellent communication skills and leadership skills have enabled me to interact with every member of staff. My strong communication and leadership skills have empowered to mediate or arbitrate in case there is any wrangle between the members of the team or between the member of the staff and a guest. In the process of interacting with the clients, I have always remained cautious and choosy in my words so that I may not utter words that may undermine our clients. Furthermore, I have been so successful in the electronic and written communication skills since I understand primary languages used by the clients in our insurance

set up. I have successfully responded to the complaints, posts on the social media platforms and emails of the customers. My encounter with clients who purely understand either French or Spanish posted a lot of challenges to me and I trust sharpening my knowledge on the two languages will enable me to communicate and interact easily with most of our customers. I desire to improve my skills in the computer so that I can have enough knowledge on advanced computer packages such as computer programming that shall assist me in keeping and efficiently retrieving information about the clients visiting the company.

Last but not least, I have been able to develop management skills, organizational skills as well as leadership. I appreciate my managers for recognizing my leadership skills and in helping me to develop such skills by delegating some duties to me while he is away or sometimes making the team leader of the banquet team.

Workplace Performance

The high expectation of any organization is an employee who is self-motivated and therefore can work with minimal supervision. From my childhood, I have always learned to work and perform my duties without any oversight. In the insurance company, I have learned to appreciate the importance of teamwork for the success of any organization. I have to set myself very high standards that always act as the motivating factors to help achieve the set goals of the organization. My greatest undoing is still over expectation from working colleagues although it has ever driven me to work and assists those colleagues that I feel need my assistance so that collectively we can achieve the goals of the company. I have learned interpersonal skills and relations in my areas of operational through continuously interacting with people from the different cultural background, and I have learned to respect every individual for whom they are.

Moreover, I have determined to help individuals to overcome their weaknesses instead of looking down upon them.

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