

Lead Generator

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Company: Sales & Profit

Location: hyderabad

Category: other-general

About our client: They are a Unique Digital Transformation & Enterprise Solutions company, offering future - ready solutions and superior customer experiences! Their business operations across geographies are ably supported by our 6 development centers in India, USA, Canada, Australia, Singapore & New Zealand. They work with businesses across a broad range of industries, including Beverages, Banking & Financial Services, Education, Energy, Engineering, FMCG, Government, Healthcare, Insurance, Retail, Media & Entertainment, Technology, Telecommunications, Travel & Hospitality, and Logistics. Location: Hyderabad (Work from office) Shift Timings: (2 pm – 11 pm / 1 pm – 10 pm) Responsibilities Identify and research potential leads within the North American geography through various channels such as online research, cold calling, email campaigns, and social media platforms. Qualify leads based on predefined criteria and establish initial contact to gauge interest and assess their needs. Educate prospects about our IT services offerings, value proposition, and unique selling points. Nurture relationships with leads through ongoing communication and follow-up to move them through the sales funnel. Collaborate closely with the sales team to hand off qualified leads and provide necessary background information to facilitate the sales process. Maintain accurate and up-to-date records of lead interactions and progress in the CRM system. Stay informed about industry trends, competitor activities, and market developments to effectively position our offerings and differentiate from competitors. Meet or exceed monthly and quarterly lead generation targets and contribute to overall sales team objectives. Ideal candidate profile: Bachelor's degree or equivalent experience 3 to 4 years of experience in inside sales,

lead generation in the IT services industry Experience in selling to North American geography required Excellent communication skills Interested candidates may share resume at manisha.sharma@salesprofit.in

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