

Outbound Lead Generation Executive

The ideal candidate gets to work in a highly collaborative, fast-paced, results-driven environment. As an Outbound Lead Generation Executive, you have the technical knowledge to drive consultative business closures and create solutions that boost sales, revenue, and customer acquisition. You aim to create an impact with strong technical capabilities and are committed to ensuring customer delight every step of the way.

Reporting to - Sales Director

You will work on:

- Identifying strong potential prospects using initiative and creativity to generate outbound lead opportunities via different channels
- Generating leads via cold calls, email campaigns, LinkedIn reach outs, events, and webinars
- Identifying prospective client personas via different social media platforms
- Driving lead opportunities and developing new business via phone and mass communication such as email and social media
- Providing engaging and articulate information about YUJ's value proposition in alignment with the prospect's requirement
- Preparing lead tracker, weekly report, and monthly report
- Maintaining well-organized, up-to-date, and accurate sales information and activity reports within the system
- Efficient management of the sales pipeline using YUJ's processes
- Confidently participating in the preparation of proposals and the presentation, via webinars or face-to-face meetings
- Representing YUJ at corporate events or sales meetings independently or with colleagues
- Achieving daily, weekly, and monthly sales lead targets
- Providing accurate and timely information as required to account managers, the sales director, and senior management
- Adhering to company policies, procedures culture, and business ethics
- Developing a strong knowledge of YUJ's services in order to facilitate the sales process
- Understanding how the benefits of YUJ's services can meet customer's needs across business verticals

You will love the role if you have:

- 3-5 years of proven experience in prospecting and lead generation, and 1-2 years of experience in sales management
- Experience in B2B sales preferably in UX Design, IT/ITES/Digital Media/Advertisement
- Experience in Service domain-based sales rather than Product domain
- Knowledge of User Experience Design and the competitive landscape
- A track record of increasing sales revenue by achieving or exceeding personal targets
- Customer service oriented with a positive, well-motivated attitude
- Understanding of international market
- Excellent communication, presentation, networking, and negotiation skills
- Ability to cold call and build a resourceful pipeline
- Hunter mentality and professionally aggressive
- Ability to take initiative to monitor and continuously improve efforts
- Exceptional organizational skills
- Exceptional written and oral communication and presentation skills
- Experience using Mac and its applications
- Ability to interact professionally with potential customers via phone, email, telephone conferencing, webinars, and in-person to discover their business needs and develop a positive business relationship
- The willingness to work closely within a small sales & marketing team and develop cooperative working relationships with all company colleagues
- Proficiency in the use of social media tools like LinkedIn, Twitter, and SEO optimization

Location: Pune