

Job Description: Lead Generation

Job Summary/Objective:

To provide sales and marketing support in building a pipeline of leads to meet business plans, quotas and company objectives. Responsible for generating leads through phone calls, social media and emails.

Responsibilities & duties:

- Research, track, maintain and update leads
- Make outgoing calls to develop new business
- Contact prospects to qualify leads
- Direct email marketing to key clients and prospects
- Research and maintain lead generation database
- Conduct customer research
- Conduct client or market surveys to obtain information about potential leads
- Participate in the preparation of proposals and / or sales presentations
- Provide accurate and timely information to management
- Develop a strong knowledge of the company's products and services in order to facilitate the sales process

Skills/Attributes required:

- Excellent English communication (verbal and written)
- Experience with cold calling
- Experience with research and maintaining databases
- Proficient in MS Office including Word, Excel, and Outlook
- Experience in using CRM
- Strong project and time management skills
- Experience working with Western companies (preferred)

Qualifications/Experience required:

- Bachelor's degree in Marketing or Business Administration
- 1-2-year(s) experience in Lead Generation