

## **Marketing Lead Qualification Specialist (Inside Sales/BDR)**

Our Marketing team is expanding and we are looking for a talented inside sales and marketing professional who is passionate about discovering opportunities in a big pool of contacts generated by our marketing programs. This individual will work closely with the marketing team to discover, develop, and deliver qualified prospects to the Sales Team. The Marketing Lead Qualification Specialist will also be responsible for helping to grow our product and customer awareness initiatives. Candidates should be a strong, positive representative of the company and a hands-on self-starter who can work well in an entrepreneurial environment. This role will report to the Director of Marketing.

### **Responsibilities:**

- Follow-up on all marketing lead generating programs, such as mailings, email campaigns, webinars, website inquiries and other initiatives
- Follow-up, nurture, qualify, engage, and report on leads
- Identify qualified leads/opportunities through telephone and email communications and provide list to the sales team
- Procure or create targeted lists fitting our customer profile and contact from many sources - creative data analysis is required
- Work on customer initiatives to generate interest in new products
- Analyze existing product usage reports and initiate calling campaigns to increase customer awareness
- Log communications, phone calls, conversations into our CRM system

### **Qualifications and Requirements:**

- College Degree in Business, Communications, or related field
- Professional individual with superior phone skills and dynamic personality
- Ability to use Excel, databases, and social media to find leads
- Excellent communication, written and verbal skills
- 1-3 years Telephone sales/Telemarketing experience
- High call volume/email volume experience a plus
- Highly motivated, High energy
- Ability to make high volume calls
- Excellent client services skills
- Must be able to work in fast paced environment

### **Compensation:**

- Base salary and performance bonus eligible with successful goal achievements, including outreach targets, number of qualified leads shared and sales resulting from prospecting efforts