

Job Description: Lead Generation and Client Calling Specialist (International Market)

Position Title: Lead Generation and Client Calling Specialist

Location: Bhubaneswar/ Hyderabad

Job Type: Full-Time

Reporting To: HR Team EA Tech Pvt Ltd.

Key Responsibilities:

1. Lead Generation for International Markets:

- Research and identify potential clients in international markets using diverse channels, including online directories, social media, and networking platforms.
- Develop and maintain a database of high-quality leads segmented by geography, industry, or business size.
- Partner with sales and marketing teams to design effective lead generation campaigns tailored to international clients.

2. Client Outreach and Engagement:

- Initiate outbound calls, emails, and video interactions with potential international clients to introduce products/services.
- Understand clients' unique requirements and align solutions to meet their business objectives.
- Schedule meetings or product demonstrations for the sales team to progress opportunities.

3. Target-Oriented Pipeline Management:

- Meet or exceed monthly and quarterly lead generation and conversion targets for international clients.
- Use CRM tools to record, track, and analyze lead progress and client communications.
- Conduct regular follow-ups to nurture leads and maximize conversion opportunities.

4. Market Intelligence:

- Stay informed about international market trends, competitors, and client needs to refine lead generation strategies.
- Gather feedback from potential clients to improve offerings and enhance customer value.

5. Performance Reporting and Strategy:

- Provide regular reports on lead generation performance, including conversion rates and key achievements.
- Suggest improvements to outreach strategies to enhance effectiveness in international markets.

6. Client Relationship Building:

- Establish and maintain professional relationships with international clients to encourage long-term business partnerships.
- Address client inquiries promptly and professionally to build trust and credibility.

Key Performance Indicators (KPIs):

- **Lead Qualification Rate:** [x percentage of qualified leads generated per month].
- **Call Outreach Volume:** [e.g., number of outbound calls/emails per week].
- **Conversion Rate:** Achieve [specific percentage] of leads converted into qualified sales opportunities.
- **Revenue Contribution:** Drive or assist in meeting international sales quotas.

Key Skills and Qualifications:

- **Educational Background:** Bachelor's degree in business, marketing, communications, or related field.
- **Experience:** 0-1 years of experience in lead generation, telemarketing, or sales targeting international clients.
- **Communication Skills:**
 - Exceptional verbal and written English proficiency (additional languages are a plus).
 - Strong presentation and persuasion skills tailored to cross-cultural audiences.
- **Tech Proficiency:** Familiarity with CRM tools, email marketing platforms, and international communication tools (e.g., Zoom, Teams).
- **Sales Acumen:** Ability to engage decision-makers and manage objections effectively.
- **Cultural Awareness:** Understanding of diverse business practices and cultural nuances in international markets.
- **Result-Oriented Mindset:** Self-motivated and focused on achieving and exceeding targets.

What We Offer:

- Competitive base salary with performance-based bonuses.
- Opportunity to work in a dynamic, global environment.
- Professional training and development programs.

To Apply:

Send your updated resume and a cover letter highlighting your experience in international lead generation to **[Insert Email Address]**, with the subject line *"Application for International Lead Generation Specialist."*

Application Deadline: 2nd Dec,2024