

Job description

Sales Development Representative

About Contify

We are a team of analysts, engineers, data scientists and designers building powerful intelligence tools for business users. Contify is a 360 degree market intelligence platform that enables businesses to monitor competitors, customers, suppliers, and critical market variables against event triggers on an ongoing basis with unmatched precision and relevance.

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Role Summary

- Position: Sales Development Representative- IT Sales
 - Team: Sales
 - Location: Gurugram
 - Reporting to: Senior Manager – Sales
 - Expected onboard time (After roll-out of offer): 10-30 days
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ABOUT THE TEAM:

Contify is a one-stop market and Competitive Intelligence Platform to track information on competitors, customers, and industry segments. It enables users to collect, curate, and share information across the organization. Intelligent (actionable) information is mined by searching and analyzing information from over 500,000 online sources including news, company websites, social media, reviews, discussion forums, job postings, regulatory portals, and more.

LEAD GENERATION AND QUALIFICATION:

- Generate high quality focused leads
- To qualify leads for sales opportunities from various lead sources
- Generating responses from leads and ensuring consistent follow-ups through emails/calls
- First contact Touchpoint through email/calls
- Following up with lost potentials / SQLs to derive new opportunities
- Coordinating with solutions team for regular alerts

SALES COLLATERALS :

- Maintaining / adding repository of sample reports, case studies, solution overview decks as a sales collateral
- Evaluating competitors and tracking their solutions offerings to design battle cards

SALES PROCESS REVIEW :

- Present quarterly / weekly sales review meeting
- Maintaining account/clients' trackers
- Maintaining CRMs and sharing analytics fortnightly / monthly

Collaboration with Marketing and Solutions team :

- Helping marketing team to generate more lead generating collaterals
- Sharing continual feedback with marketing team for lead personas

EDUCATION/PROFESSIONAL TRAINING :

- 1 to 2 years of target driven Sales/Research experience in the information industry, such as market research services, syndicated research reports, KPO such as Evalueserve, Grail Research, WNS, The Smart Cube, Genpact, etc.
- Must have inside sales experience in the US and/or EU markets
- Should have exceptional email writing skills
- Must be able to speak with and understand American English accent
- Should be good at general awareness and current market trends. Preferably a vivid reader of business newspapers or magazines.
- MBA preferred.

HOW TO APPLY:

Send your updated resume to hr@contify.com or give us a call at +91-9818070579