

Opportunities At QEDbaton—India's Leading Demand Generation Company

Lead Generation QED baton

Summary: The Lead Generation Executive (LGE) is focused on articulating client offering to predefined prospects. He/She should be persuasive & effectively handle objections to deliver marketing qualified leads.

Essential Duties and Responsibilities:

- > Understand the particular offering of the client organization
- > Use the script provided to ensure adherence to strict internal quality parameters
- > Focused on achieving & exceeding targets defined for self & team
- > Effectively perform outbound calls to target prospects in defined geographies
- > Engage in meaningful conversations with key decision makers & business owners
- > Conduct targeted surveys to identify right business opportunity from prospects
- > Adept at doing secondary research on companies & individuals using different data sources

Demand Generation QED baton

Summary: The Demand Generation Executive (DGE) is focused on understanding and articulating client's offerings in order to assist them in the demand generation programs in defined geographies. DGE acts as an extension of the client's sales and marketing team. He/She is responsible to generate sales qualified leads to the customer.

Essential Duties and Responsibilities:

- > Understand the particular offering of the client organization
- > Map global markets, capture market intelligence & identify target markets
- > Effectively articulate value proposition to decision makers and assess buying interest
- > Prospect, Educate, Qualify & Develop accounts to create sales ready leads for clients
- > Effectively perform outbound calls to target prospects in defined geographies
- > Engage in meaningful conversations with key decision makers & business owners
- > Conduct targeted surveys to identify right business opportunity from prospects
- > Consistently meet or exceed demand generation targets to create high quality sales pipeline for our clients
- > Be Responsible for lead nurturing and follow up programs designed by the customer

Do You Have it in YOU?

QED baton

Desired Skills:

- > Exceptional communication skills, both verbal & written, coupled with excellent listening skills & a positive and energetic phone presence
- > Team Player who possesses a desire and ability to work in fast paced, goal oriented high growth sales environment
- > Highly motivated self-starter with competitive personality and Strong attention to detail
- > Proven capabilities and skills in pre-call planning, call structure/control and time & territory management desired
- > Demonstrated aptitude for technology & sales
- > Excellent analytical, conceptual and creative problem solving skills
- > Graduate in any stream
- > Flexible to work in 24 x 5 environment

Apply Today: careers@qedbaton.com

About QEDbaton

QEDbaton is an innovative & pioneering provider of B2B Demand Generation solutions to global technology & IT enabled companies across segments ranging from software services, software products, engineering services and automation. Our vast experience with providing end to end lead lifecycle management solutions has helped over 150 global IT companies in accelerating their marketing & improving revenue performance.

Culture at QEDbaton:

QEDbaton is a culmination of mature professionals & young graduates coming together to create a dynamic & exciting organization. The drive to be leaders in the Demand Generation space is embedded into every individual joining us and has played a major role in creating one of the first and largest "Demand Generation Outsourcing" companies. Entrepreneurship is ingrained in our DNA. We hire only the best talent across backgrounds. At QEDbaton, you will not only hone key sales & marketing skills but also build strong business, research, analytics and management acumen.