**Business Development Specialist**

**Leads at Scale**

Leads at Scale utilizes a team of blind and low vision employees to provide Business Development, Account Management, Customer Service and ‘back office’ support for B2B and G2B organizations throughout the US and Canada. Our team provides our clients with personalized 1:1 conversations and targeted email outreach for lead generation; lead nurturing; prospect qualifying; to set/increase sales appointments; capture referrals & feedback; verify, validate & update contact information; conduct surveys & market research; and to increase face-to-face meetings, buzz and attendance at trade shows, events, webinars & seminars.

**General Description**

This is an exciting and rewarding opportunity to help our clients build & grow their businesses! You will be supporting our client partners in multiple industries across the US and Canada.

This position is responsible for developing and executing Demand and Lead Generation strategies of our clients, to meet performance metrics and to support activities that identify and qualify leads and opportunities. This is a professional work opportunity: Mon – Fri 8:00 am – 5:00 pm across local time zones; while not guaranteed, there are typically no evenings, weekends or holidays involved.

**Responsibilities**

Our Business Development Specialists work directly with prospective and current customers via telephone and email to describe products and/or services in order to persuade prospective and current customers to set an appointment with one of our client’s outside sales professionals.

* Update client databases with current contact information (names, titles, email addresses, etc.) for use in future marketing campaigns
* Educate prospective and current customers about product offerings & services and to initiate a relationship on behalf of our clients
* Register prospective and current clients for trade shows, webinars, seminars, etc.
* Follow-up with prospective and current customers via telephone and/or email following initial sales contact
* Identify customer issues and document appropriate feedback for our clients
* Conduct CSAT (Customer Satisfaction) and other surveys on behalf of our clients
* Consistently meet departmental goals for production of 17-20 calls per hour and an 85% Utilization Rate
* Maintain quality results by adhering to standards and guidelines providing feedback and observations from caller interactions and recommending improved procedures where/when appropriate
* Continued sales and product education to better service customer calls
* Maintain accurate daily record of sales dedicated client CRM/database(s)



**Skills/Requirements**

* ‘Business maturity’ – The ability to sound comfortable, confident and professional over the telephone
* Excellent verbal and written communication skills
* Strong computer skills and experience with accessibility tools/screen reader(s)
* Strong work ethic, positive attitude and customer service & tele-sales skills
* Superior active listening skills
* Ability to build rapport easily
* Ability to comfortably engage and interact with prospective and current customers in a conversational tone and manner
* Experience in telephone customer service, lead generation, lead nurturing and appointment setting, preferably in a B2B or customer service environment, or similar
* Self-starting with solid follow-up/follow through capabilities
* Ability to work independently
* Good organizational skills and the ability to multi-task and prioritize
* Problem solving and decision-making skills – the ability to ‘think on your feet’

