

Job Description

The Business Development Associate will be responsible for the development of the lead generation program and nurturing outbound sales lead campaigns. The primary focus of the role is to work with the Sales & Marketing team to develop and deliver a healthy lead generation program, driving qualified leads into the sales pipeline.

Roles and Responsibilities

- Prospecting, generating, qualifying, following up on leads, and appointment setting
- Collaboratively work with the sales leadership to generate lead opportunities with prospective clients.
- Initiates and participates in new business pitches with the sales team and own follow-through with the lead prospect.
- Providing consistent, concise, accurate internal and external communications
- Working collaboratively in a team environment and independently
- Developing and maintaining strong relationships with prospects

You should have

- Hands-on experience in LinkedIn and website navigation.
- The ability to understand the business and technical drivers behind the IT service's acquisition and translate it into contractual language.
- Should have experience working in a target-driven environment.
- Experience in working with global markets.

Skills and Qualifications

- Should have excellent written and verbal communication skills.
- Should be self-motivated and a quick learner with a problem-solving mindset.
- Attention to detail and follow-through to achieve good quality and meet deadlines.
- Ability to work effectively in a team as well as in an individual environment.