



Job Title : Sales Lead Generation Specialist
Department : Marketing
Reports to : Group Chief Marketing Officer (CMO)

Our COMPANY

Headquartered in Singapore, ICONZ-Webvisions (iWV) serves more than 40,000 customers across the region. As one of the first Cloud and Hosting providers in Asia Pacific, we have been helping companies stay laser focused on their business for over two decades. We have built up a solid and proven cloud infrastructure that has stood the test of time, enabling companies large and small to react, scale and grow on demand – without worrying about their day-to-day IT operations.

The iWV Cloud is an Infrastructure-As-A-Service (IaaS) consisting of best-of-breed enterprise class hardware (HP) and leading virtualization solutions (VMware) which promises high performance and High Availability.

We are more than a Cloud Hosting Provider, offering a suite of managed services such as Security, Backup, Disaster Recovery and Monitoring, so that we keep clients' business humming along should things turn awry. This is possible because we have strong partnerships with industry leaders, such as Microsoft, Acronis, Zerto, just to name a few.

Job Description

The Sales Lead Generation Specialist is responsible for prospecting, qualifying and generating new sales leads to support the Sales Head and Account Specialists. The individual contact prospects who have responded to campaigns, marketing events, websites, LinkedIn Sales Navigator, referrals, phone enquiries and have shown a high level of interest. The individual uses the information on the prospects' initial responses to ask questions about their needs and timeline for buying. He/She asks prospects if they would like to arrange a meeting with our sales specialists and fix a time. The Sales Lead Generation Specialist then passes the qualified leads to the field sales team to follow up. If any prospects are not ready or willing to commit to a meeting, h/she then e-mail further material to maintain contact and build relationships. To carry out this role, the Sales Lead Generation Specialist needs good interpersonal skills to build a rapport with their contacts.

The Company reserves the right to vary or amend the duties and responsibilities of the post holder at any time according to the needs of the Company's business.

Key Areas of Responsibility and Tasks

- Develop new business opportunities through inbound lead follow-up and outbound cold calls and email
- Identify appropriate buyers within the target market
- Follow up on leads and conduct research to identify potential prospects via sources such as Trade Directories, LinkedIn Sales Navigator, and etc
- Conduct a needs analysis and determine prospects pain points to determine how iWV solution will address those needs
- Identify key buying influencers within these prospects to determine budget and timeline
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel
- Fix appointments for Account Specialists to meet up with prospective customers
- Manage data for all prospective customers into CRM, monitor and follow-up on Account Specialists' interaction with prospective customers and provide monthly report to reflect status
- Prepare and analyze sales pipeline reports and dashboards based on leads qualified to deals closure
- Meet and/or overachieve sales quotas

Essential Qualification, Experience, Skills, Knowledge and Ability

- Bachelor's degree in Marketing, Business or similar discipline
- Minimum 5 years' relevant experience in Telesales, Inside Sales and/or Sales Lead Generation within the technology industry
- Track record in meeting and/or exceeding sales and activity quotas
- Track record of strong client relationship
- A positive, optimistic disposition with strong interpersonal skills
- Self-motivated, independent and resourceful, with good planning skill, effective time management and multi-tasking capability
- Excellent communication skills
- Strong listening skills
- Innovative thinker, passionate person
- Possess a good understanding of the various marketing functions (i.e. advertising, branding, events, research, PR, etc.) and IT products
- Broad experience with MS Office applications
- Essential language: English – spoken (fluent) and written

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