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Lead Generation Representative – Midtown Atlanta

Preparis provides businesses with a new way to protect their people, operations and shareholder value from 21st century threats. Our web-based solutions deliver best-in-class preparedness content and services that safeguard a company's most important assets. We use leading edge technology to rapidly deploy critical information and programs to a company's management and employees.

We are seeking a highly motivated Lead Generation Representative to join our team to help build the sales pipeline.

Job Description:

As a member of Preparis' sales team, the Lead Generation Representative is responsible for lead generation process and qualifying prospective clients. This entails identifying and contacting targeted prospects through direct telephone contact for the purpose of eliciting sufficient interest in Preparis' offerings to accept an appointment with an Inside Sales Account Manager.

Primary responsibilities:

- Engages in lead research and provides list generation assistance
- Initiates outbound phone contact to find and confirm potential new prospects
- Facilitates meetings between prospect and Business Development Manager: initiating the call, making the introductions, and then making the hand-off to Inside Sales.
- Creates, deletes and updates Salesforce.com records
- Provides follow-up for the sales team; including collateral and fax deliverables
- Works closely with sales leadership team to generate new leads for the inside and outside sales teams
- Proactively identifying potential issues and driving issues aggressively to resolution
- Tracks project progress
- Providing formal and informal status updates to the sales leadership team



Additional Responsibilities:

- Quickly acquire a thorough understanding of our products and services in order to better represent us and ensure optimal utilization by our clients.
- Propose new ideas for process improvement in areas related to client services (or other areas of the company)

Essential Duties:

- 30 to 50 cold calls per day plus follow up emails
- Communicate effective transition to Inside Sales
- Meet or exceed quota
- Research prospects and companies to gain insight
- Use the Preparis sales material provided to represent the company in a professional manner
- Respond quickly and efficiently to all lead generation related questions

Required Skills

- Previous outbound telemarketing experience, preferably within a technology, business services or software services environment (B2B)
- Ability to plan and carry out responsibilities with a high level of autonomy,
- Attention to detail, organizational skills, goal driven

Compensation:

- Base salary plus commissions
- Medical benefits

If you are seeking to be part of an entrepreneurial adventure in a “roll your sleeves up” environment which rewards initiative and creativity, then we would love to hear from you.

To apply for this position, please send resume and cover letter to jobs@preparis.com