**JOB DESCRIPTION**

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| Role Title**Sales Development Executive** | Department**International Sales** |
| Location(s)**Noida/Kolkata** | Reports to**Regional Sales Manager** |
| Direct Reports **None** | Indirect Reports**None** |

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| **Purpose Overview** | We're seeking a professional with a background in excellent customer support, pre-sales support with an exposure in inside sales for a SAAS / ITES product. As a Sales Development Executive, you will be responsible for extending pre-sales support to the sales team; ensuring qualification of inbound leads/customer enquiries in terms of managing their technical / non-technical queries with a focus on achieving inside sales target of generating/qualifying leads set for the year. This position reports into Sr. Regional Manager – North & East India, Bangladesh, Nepal & Bhutan |
| **Key Responsibilities and Outputs** | The Candidate will be responsible for managing specific aspects of the Inside, pre-& post sales function: * Evaluate & follow-up on incoming marketing qualified leads/inside sales leads to convert them to sales opportunities and convert these opportunities to customers by handing them over to sales team.
* Ensuring to update CRM as per the lead qualification
* Maintaining report pertaining to lead status
* Data Mining activities to create new contact touchpoints.
* Generating leads through cold calling/email campaigns
* Market profiling, converting the leads into hot prospects.
* Achievement of set target of qualifying a percentage of leads.
* Handling calls and queries of prospects.
* Map, research and analyze assigned territory to identify prospects for new business, qualify identified prospects to create sales opportunities.
* Prepare, submit, present territory reports, analytics, highlights, reviews as per defined reporting schedules or as may be required from time-to-time
* Use all available sales applications such as Groove, Veelo, etc. to increase sales productivity – prospect & opportunity identification, relationship building, usage enhancement, effective presentations and use of collateral
* Establish cross-functional collaborations & partnerships with Turnitin’s other functions/departments including Professional & Educational Services, Sales Enablement, Product Management, Product Support, Product Marketing, Training, Engineering and Corporate Marketing to establish alignment and buy-in on customer success related initiatives
* Other responsibilities/tasks like preparing documentation for tender/RPF, preparing documentation for sales support etc. that may be allotted from time-to-time by the Reporting Manager and/or the company.
* Coordination with the sales team in a collaborative manner to handover the after qualification.
* Coordination with sales team for outbound lead generation activities.
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| **Qualifications and Knowledge/Experience** | Essential | Desirable |
| * Minimum requirement: Bachelor’s degree (B.Tech./B.Sc./B.B.A./B.B.S./B.A.)
* Minimum 2 years’ (2- 6 years) in pre sales, IT solutions selling with the ability to collaborate with internal stakeholders
* Good working familiarity with CRM applications like Salesforce, sales & marketing apps like Groove, Veelo and Office suite of productivity applications like Excel, Powerpoint, Word.
* Excellent written and verbal communication skills in English
* Highly self-motivated/committed with a desire to work in fast paced environment
* Broad knowledge of SaaS applications & underlying technologies, EdTech industry and the research & publishing environment
 | * Graduate/Post-Graduate
* Awareness of Inside Sales, Pre & Post Sales Work & adherence to timeline delivery of project
* Prior experience of Inside Sales
* Experience of working with teams located across multiple geographies.
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| **Skills & Attributes** | * Demonstrated success in Inside Sales, Pre-Sales activities.
* Excellent written & verbal communication and presentation skills
* Strong organization and analytical skills
* Excellent interpersonal skills with a demonstrated ability to form effective working relationships with both internal and external stakeholders
* A strong bias for action
* Passion for education & research
* Passion for excellent customer/user experience
* Attention to detail, ability to work in a fast paced, changing environment and manage multiple projects simultaneously
* Sound skill to create/edit excel and other MS applications
* Skills to gather and organize data and use the dataset to create various reports
* Ability to work independently and perform under pressure
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