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Lead Generation Specialist

We are seeking a Lead Generation Specialist to provide support to our sales team. In this role, you will generate and qualify sales leads, setting up appointments with potential customers on behalf of our sales representatives so they can go in and close the deal. We provide training for this position, and you must follow the criteria set by our sales team. We also offer a bonus structure for our top generators for any appointment you set that results in a sale. This position also involves fulfilling weekly/monthly phone call and lead production quotas.

Lead Generator Duties and Responsibilities

- Generate and qualify sales leads
- Set appointments on behalf of our sales reps
- Update potential customer information in our CRM system (Salesforce)
- Fulfill phone call and lead generation weekly/monthly quotas

Lead Generator Requirements and Qualifications

- High school diploma or GED certificate required
- Bachelor's degree in business or marketing is a plus
- Previous sales or customer service experience
- Excellent communication skills