

Job Title: New Business Development Specialist

POSITION MISSION

Our designated New Business Development Specialist will be responsible for the lead generation, transforming potential customers into opportunities or prospects and supporting them in their day-to-day business.

MAIN RESPONSIBILITIES AND ACTIVITIES

Responsibilities

- Responsible for the lead generation and qualification;
- Responsible for turning leads into prospects/opportunities;
- Responsible for coordination and planning, together with the Sales Specialist, meetings with potential customers (prospects);
- Owner of CRM.

Main activities

- Identify potential customers, conducting an initial research for new business opportunities
- Identify lead/opportunities and prioritize them according to the size and level of interest of the client;
- Manage and keep updated the customer database through the CRM system;
- Identify opportunities that are in line with the business strategy;
- Plan the allocation of Sales Specialists and develop their travel plans to meet clients;
- Manage initial contact with customers through calls and email, contacting key people within the organization;
- Develop weekly reports on the details of opportunities and share them with the Sales Team;
- Collaborate with Sales Specialist for the preparation and participation in trade fairs, events and workshops.

QUALIFICATIONS/KNOWLEDGE/EXPERIENCE REQUIRED/TECHNICAL SKILLS

Qualifications

- Preferred Degree in Engineering, Economics or bachelor's degree in Sales and Marketing.

Knowledge/Experience required/Technical Skills

- Aptitude of cold call/email techniques;
- Preferred knowledge of profile and company search tools (e.g. LinkedIn, Orbis, etc.)
- Knowledge of common SW solutions (e.g. Microsoft Office 365 tools);
- Passionate in digital;
- Fluent in speaking and writing in English. Preferred knowledge of an additional language.

Soft Skills required

- Excellent communication skills (written and verbal) and a good listener;
- Enthusiastic, high degree of integrity, self-motivated, positive attitude, proactive approach to work, analytical skills;
- Highly organized;
- Goal oriented, sense of urgency, competitive, short term focus
- Must have a competitive character and be passionate about what they do, and why they do it.