



**Job Title:** Business Development Executive

Aptara transforms content for engaging and monetizing new Digital and Corporate Learning audiences. Serving the 10 largest publishers in the world and Fortune 100 companies, Aptara's full-service content production accelerates information providers' transition from print to digital. From creation and design to new media enhancements and output for all mobile devices and platforms – Aptara produces innovative digital products that deliver content how, when, and where readers want it, while giving content providers renewed agility and revenue opportunities.

This is a critical role in the customer acquisition process and the main objective is to help sales acquire new customers. The primary function is to explore, identify potential companies within the target segments, reach out to the right people within those organizations and convince them about the company's service, with the objective of fixing meetings for our sales team with all such people who have shown an interest.

Role is based out of Pune, India.

**Responsibilities:**

- Explore, identify and source databases for target market segments corporate learning and development for creating targeted calling lists specifically targeting decision makers and buyers in organizations.
- Connect with relevant people through **email marketing** and cold calling
- Clearly articulate the company's service and the benefits that the customer can accrue
- Maintain regular follow-ups to get meetings for the sale team
- Consistently achieve monthly and quarterly targets for fixing meetings with potential customers
- Submit reports on emails sent and cold call, follow-ups to be made and meetings fixed

**Qualifications:**

- Lead generation skills with 0 - 6 months experience
- Fresher's preferred
- A bachelor's degree, preferably in science, commerce or engineering. MBA preferred but not required. Other degrees will also be considered if with exceptional information gathering skills
- Skilled in gathering information and creating positive impressions about company's product or service
- Excellent verbal, written & interpersonal communication skills

Interested Candidates can share their resumes on: [moreinfo@aptaracorp.com](mailto:moreinfo@aptaracorp.com)