



Job Title: Lead Generation Executive

Aptara is the market leader in content transformation services with more than 5000 employees worldwide. Aptara's document transformation, Publishing Services and Content technology practice serves top publishers and fortune 1000 customers with digital content, web and computer based course ware development, interactive/enhanced eBooks, custom web portals, iOS and android apps and custom content and learning management system implementations.

This is a critical role in the customer acquisition process and the main objective is to help sales acquire customers in the shortest possible time. 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 Noida, India.

Responsibilities:

- Explore, identify and source databases for target market segments in book, magazine and newspaper publishing, corporate learning and development for creating targeted calling lists specifically targeting decision makers and buyers in organizations.
- Connect with relevant people through cold calling and email marketing
- 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 weekly and monthly targets for fixing meetings with potential customers
- Submit daily reports on cold calls made and emails sent, follow-ups to be made and meetings fixed

Qualifications:

- Strong lead generation skills with 1 - 4 years' experience in the domestic market
- Experience in Market Research to source databases for target segments
- A bachelors 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 cold-calling, answering customer queries, gathering information and creating positive impressions about company's product or service
- Excellent verbal, written & interpersonal communication skills