

Lead Generation Specialist

Atlas Travel & Technology Group

FLSA Status: Non-Exempt

This position reports to: Manager, Lead Generation and Direct Sales

Overview: The Lead Generation Specialist will work independently to prospect and qualify potential clients with the ultimate objective being to secure appointments for the Business Development Team

Responsibilities and Duties:

- Prospect territory to uncover potential customers that would benefit from the Atlas Travel product for mid and large market business
- Develop and maintain a thorough understanding of all available services offered to Atlas customers
- Stay up to date on competitive information
- Research companies and uncover new leads by using internet, business publication and appropriate industry list.
- Record and update all correspondence with prospect and customers in salesforce
- Participate in training and education necessary to perform job
- Attend team meetings
- Communicate effectively with Manager, Lead Generation Team and team members and Business Development team and other relevant teams as necessary (Program Management, Ops, Finance, Marketing)
- Provide reports to Manager when necessary
- Maintain a call/activity level set by team and manager
- Develop talk tracks for specific vertical strategies or focus areas as needed

Skills/Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Communication and customer service skills
- "Cold Calling" telephone skill
- Demonstrated sales ability
- Must have excellent demonstrated interpersonal skills,
- Must be detailed oriented, great with organization
- Excellent oral and written communication skills
- Capable of handling multiple project

- Pleasant, professional and cooperative demeanor
- Ability to handle and maintain confidential information
- Must be self-motivated
- Ability to work independently

Education and/or Experience:

- Bachelor's degree preferred
- 5 years sales experience in lieu of education or a combination of education & experience

PC Skills:

[General working knowledge of the following: Internet searching, MS Office (e.g. MS Word, Excel, Power point), MS Outlook, CRM tool (Salesforce).]

Language Skills:

Ability, to communicate in standard business English both written and spoken. Ability to read and comprehend simple instructions, correspondence and memos. Ability to effectively present information in one-on-one, small group situations to customer, clients and other employees of the organization.

Physical and Mental Demands:

The requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Requires an adequate range of body motion and mobility to enable the individual to perform the essential functions of the job.
- Requires ability to remain in a stationary position for prolonged periods of time throughout the workday.
- Requires ability to move about to access file cabinets, office equipment, etc.
- Requires ability to operate a computer, telecommunication's devices and other office equipment for prolonged periods of time throughout the work day.
- Requires ability to express or exchange ideas by means of the spoken word. Talking is important for those activities in which the employee must impart oral information to other employees, clients and customers, in person or via telephone, and in those activities in which they must convey detailed or important spoken instructions and information to others accurately, clearly and quickly.
- Requires the ability to perceive the nature of sounds. Hearing is important for those activities that require ability to receive detailed information through oral communication, in person or via telephone, and to make fine discriminations in sound.

- Requires clarity of near vision. This factor is important when special and or minute accuracy is demanded and defective near acuity would adversely affect job performance and/or safety of self and others.
- Requires ability to work other shifts and weekends and in excess of 40 hours/week, as necessary.
- Requires the ability to work and cooperate with other employees and clients at all levels and from diverse backgrounds to exchange ideas, information and opinions to facilitate the task at hand.

Travel *(for positions requiring travel):*

- Requires ability to travel by car, plane and train for prolonged periods of time domestically and internationally and to move and transport personal luggage.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The normal work environment is a typical office environment.