



Lead2Revenue™
EXPERTS IN PIPELINE OPTIMIZATION

Lead2Revenue, LLC (L2R) is a NH-based boutique consultancy focused on helping early-stage, emerging and established companies optimize their sales pipeline. By way of a top-down strategic approach, we schedule Director thru VP and C-level meetings to help our clients achieve their pipeline potential, and ultimately win new business.

CLIENT DEVELOPMENT EXECUTIVE (CDE) POSITION DESCRIPTION

RESPONSIBILITIES

- Research target companies to identify executive/corporate goals and objectives and business drivers
- Identify key decision-makers and executive contacts within targeted prospect companies
- Proactively and professionally open a line of communication (i.e. – phone, email, etc.) with key executive contacts to create a verifiable interest in our client solutions and services
- Create an accurate map of prospects, identify their primary business situation, decision-makers and profile their decision making process, reporting structure, budgeting process, etc.
- Record activities in the CRM tool regarding conversations with various prospects to build an accurate database of useful information, capturing all critical prospect information including company and contact information, titles, project identification and descriptions with timelines
- Maintain up-to-date prospect information and schedule follow-up by creating tasks/activities by utilizing the CRM tool provided
- Work directly with our clients' field sales team to schedule sales meetings within their targeted prospects

CANDIDATE QUALIFICATION PROFILE

- College or University degree or equivalent training/experience
- Minimum 3-5 years of inside sales / telesales experience
- Expert level phone and email communication skills
- Expert level computer literacy (SFA, Microsoft Office)
- Ability to quickly grasp business-related issues and technology-related value propositions