

## Job Description

### Lead Generation Specialist

As a Lead Generation Specialist with Opus Solutions, you will be responsible for prospecting into new and existing contacts to identify and qualify sales opportunities in the medical, legal, financial, government and education industries at a nationwide level for scanning and storage solutions.

#### **Responsibilities**

Find decision makers, ensure they're qualified and have an interest in our services and set an appointment with them and an Opus Executive.

- Make a high volume of outbound calls
- Source new sales opportunities through lead generation, follow up, outbound cold calls and emails
- Route qualified opportunities to the appropriate sales executives for further development and closure
- Accurately schedule sales appointments
- Follow up with Executive on appointments set
- Send out marketing materials to potential business partners
- Maintain and update accurate information in the company's CRM system
- Meet weekly/monthly/annual lead generation and sales goals
- Actively participate in weekly sales meetings

#### **Key Competencies**

- Ability to qualify potential clients with a series of screening questions
- Stay highly organized while building a large amount of qualified leads
- Communicate efficiently and effectively with the sales team
- Accurately schedule sales Appointments
- Proficient with MS Office, email and calendar
- Excellent communication and organization skills

### **Experience**

- 1 – 3+ years of business/sales experience with prospecting expertise

### **Background Check**

- Reference Checks – previous employment
- Criminal History Check

### **Compensation and Benefits**

- \$35,000.00 Base – 1% of closed sale payable upon project invoice
- 5 days PTO on hire, 5 days PTO at 1 year anniversary
- Work remotely after 90-day evaluation