

## Lead Generation Executive

### Description

Delight ERP is a comprehensive Enterprise Resource Planning solution tailored to streamline and optimize business processes across various sectors, including finance, supply chain, HR, and CRM. Our commitment to innovation and excellence drives us to help businesses enhance efficiency and productivity through our state-of-the-art ERP system.

### Job Summary:

We are seeking a proactive and results-driven Lead Generation Executive to join our sales team. The ideal candidate will have a keen interest in technology and a strong aptitude for identifying and nurturing potential leads for Delight ERP. You will play a critical role in expanding our customer base by researching, identifying, and generating new business opportunities through various channels.

### Responsibilities

- **Lead Research:** Identify potential leads through market research, networking, and online resources such as LinkedIn, business directories, and industry publications.
- **Prospecting:** Develop and execute lead generation strategies to attract and acquire new clients for Delight ERP.
- **Outreach:** Initiate contact with potential leads via cold calling, email campaigns, social media, and other outreach methods to introduce Delight ERP and qualify their interest.
- **Qualification:** Assess leads' needs and determine their fit for Delight ERP by conducting initial discovery calls and gathering relevant information.
- **Data Management:** Maintain accurate and up-to-date records of all lead activities in the CRM system, including interactions, follow-ups, and status updates.
- **Collaboration:** Work closely with the sales team to ensure a seamless handover of qualified leads and support in developing targeted sales pitches.
- **Follow-Up:** Schedule follow-up meetings or demos for qualified leads with the sales team and provide necessary background information.
- **Reporting:** Track and report on key performance metrics, including the number of leads generated, conversion rates, and campaign effectiveness.
- **Continuous Improvement:** Stay informed about industry trends, competitor activities, and best practices in lead generation to continually improve lead quality and generation methods.

### Skills

- **Experience:** Previous experience in lead generation, sales, or a similar role, preferably within the software or technology sector.
- **Communication:** Excellent verbal and written communication skills, with the ability to engage and build rapport with potential clients.
- **Research:** Strong research and analytical skills to identify and evaluate

### Hiring organization

Delight ERP

### Position

02

### Employment Type

Full-time, Intern

### Job Location

RK House, 1 Ram Vihar Society,  
Near Backbone Medicity, B/H Twin  
Star, Nana Mava Chowk, 150 Feet  
Ring Road, 360005, Rajkot,  
Gujarat, India

### Experience

0 – 2 years (Freshers can also  
apply)

### Working Hours

8.5

### Date posted

13th May 2025

### Valid through

25.02.2025

### Base Salary

₹ 180000 - ₹ 500000

potential leads.

- **Sales Acumen:** Basic understanding of the sales process and ability to qualify leads effectively.
- **CRM Proficiency:** Experience using CRM software (e.g., Salesforce, HubSpot) for lead management and tracking.
- **Tech Savvy:** Familiarity with ERP systems and technology products is a plus.
- **Initiative:** Self-motivated with a proactive approach to identifying and pursuing new business opportunities.
- **Organization:** Strong organizational skills with the ability to manage multiple tasks and priorities effectively.
- **Team Player:** Ability to work collaboratively in a team environment and contribute to team goals.
- **Adaptability:** Flexibility to adapt to changing market conditions and business needs.
- **Industry Knowledge:** Understanding of the ERP market and the specific needs of potential ERP clients.
- **Networking:** Established network within relevant industries or sectors.