



## Crossdomain Solutions Pvt Ltd

<b>Job Title:</b>	<b>Executive-Marketing</b>		
<b>Reports to:</b>	Head-Customer Delight		
<b>Location:</b>	PeopleWorks- Trade Centre	<b>Travel Required:</b>	No
<b>Level/Salary Range:</b>		<b>Position Type:</b>	Full time
<b>Company website :</b>	www.peopleworks.in		

### Job Description

#### **Job Purpose:**

Marketing executive is a part of the Demand Generation team who is required to call into Indian markets and generate leads from the regions assigned to him/her.

#### **Key Responsibilities:**

- Develop pipeline through identification, targeting and soliciting phone meetings with customers and developing qualified leads through Cold calling and Emails.
- Clean up the database provided by the sales team.
- Data validation and creation from online sources like LinkedIn, Jigsaw and prospect websites as and when needed
- Lead prospecting to identify, contact and qualify potential customers.
- Meets or exceeds required targets on a weekly and monthly basis.
- Follow parameters to qualify a lead.
- Responds to telephone calls and emails from prospects.
- Ability to organize and plan work independently to complete assigned activities on a day to day basis.
- Qualify BANTS criteria (Budget, Authority, Needs, Time Line, and Solution.)

#### **Desired Profile:**

- Min 1-2 years of experience in lead generation and cold calling
- Should be able to make minimum 50 calls in a day.
- Proven success in accessing new customers within India Market.
- Prior experience with Salesforce.com and Lead management solutions will be an advantage.
- Ability to self-motivate, multi-task and work independently.
- Excellent communication skills in Hindi & English are MANDATORY.
- Excellent written and verbal communication skills in English. Candidates with additional language skills also an advantage.
- Possess good grammar, spelling, and communication skills.
- Well-developed interpersonal skills and professionalism with a high degree of integrity
- Participate fully in meetings, training sessions, individual professional development and skill building



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- Should be an MBA from a reputed institute

### **Skills/Knowledge:**

*Basic computer skills, proficient with MS Office, good command over Hindi and English.*

### **About Peopleworks:**

Peopleworks, an end-to-end HR automation software offered on Cloud Computing model to help organisations derive business benefits from HR automation. Peopleworks, is a flagship product of Crossdomain and is been in business over 10 years and serving many a prestigious customers. Crossdomain is a Business Management Services company established in 2000. The company founded by professionals drawn from different industry sectors, has relentlessly focused on knowledge intense processes and has successfully pursued excellence in delivering services. The company thrives on Business Excellence and leverages models such as Six Sigma and Kaizen along with IT, to continually enhance value to customers.

The service offerings of Crossdomain include Knowledge Services Outsourcing in Insurance, Healthcare, HR and Accounting domains. The company also offers Business Excellence, Market Research & Data Analytics and IT Services. Crossdomain caters to US, UK and Indian markets. Headquartered in Bangalore, Crossdomain has a Sales offices in New York and London, a Center of Excellence located in Bangalore and a satellite services delivery center in Shimoga, Karnataka, India.

### **Product leveraged for HRO:**

- “Human Resource Life Cycle Management” is an end-to-end service offering covering all aspects of Employee Life Cycle
- The offering is addressed to small to medium large sized enterprises
- The offering is deployed on cloud
- The offering eliminates the need to invest on infrastructure and maintenance of tech solution
- The offering is unique since it combines Software & Service