



## Sales Specialist

**Job Type:** Full-time

**Location:** Remote with limited travel requirements

**Company:** Execs In The Know

### Who We Are:

The customer experience (CX) industry presents a huge innovation opportunity, and we are working alongside global CX leaders to change the customers' lives. We're helping CX leaders improve their business by crowdsourcing knowledge, exploring opportunities, expanding networks, and inspiring fanatical customer experiences.

### Our Mission:

- Advance the conversation on all facets of the customer experience to improve individual brand experiences and the industry.
- Provide executives with insightful data, research, and learnings on the evolution of corporate and consumer expectations.
- Strengthen our community through the brightest minds in customer experience alongside business partners sharing best-in-class products.
- Inspire greatness through brand collaboration. Our goal is to connect leaders, enlighten, and motivate change.

### This Position:

As a Sales Specialist, you will be responsible for early-stage identification of high-quality sales leads, managing the database of lead and contact records, and building a robust sales pipeline. You will work with sales to identify opportunities for lead generation, prioritize initiatives, work with marketing to develop a lead funnel to ensure a steady flow of qualified leads, and then execute the follow-up sales activities.

### Key Responsibilities:

**Sales Account, Contact & Lead Record Management:** Build and grow a solid sales foundation of database records – accounts, contacts, leads - ensuring data accuracy, completeness, and intelligence are added to contact and profile information.

**Sales List Segmentation & Account Research for Growth:** Understand growth needs through database segmentation to identify gaps to help prioritize account research and growth to align with our new account and balanced growth strategy.

**Lead Generation:** Collaborate with sales and marketing to identify opportunities and translate opportunities into a calendar of tactics for list growth and lead programs that will enable sales database growth and growth in new and existing account sales.

**Lead Funnel Management:** Aligned with sales strategies and recommended marketing campaigns, develop leads through research and outreach via email and phone to build a pipeline of leads, through nurturing and appointment-setting tactics.

**Sales Reporting:** Monitor and analyze the performance of lead generation efforts, providing weekly reporting on lead program performance, personal KPI targets (i.e. new accounts added to the top of the funnel, number of activities, appointments set, sales pipeline, etc), and contributions to overall sales team revenue goals with a detailed account of sales and prospecting activities completed to acquire new contacts, accounts, and sales-qualified leads.

**Other Duties As Assigned:** Assist sales as needed which may include but is not limited to monitoring competitor activities, industry trends, customer preferences, and contract creation.

**Qualifications:**

- Bachelor's degree in marketing, business, or a related field (preferred).
- Proven experience in lead generation, demand generation, or a related role.
- Deep understanding of lead generation tactics and technologies.
- Knowledge of CRM systems (Salesforce preferred).
- Strong analytical and reporting skills.
- Excellent communication and collaboration skills.
- Self-motivated with a results-oriented mindset.
- Ability to adapt to a fast-paced, dynamic environment.

**Benefits:**

- Competitive salary and performance-based bonuses
- Comprehensive health and wellness benefits
- Professional development opportunities
- Collaborative and dynamic work environment

[APPLY NOW](#)