



Position: [Inside Sales Associate](#)

Description of Key Responsibilities:

We have a unique opportunity for an energetic, creative, and results-driven inside sales specialist to join our team and immediately contribute to the growth of the company. This position involves working closely with marketing and outside sales teams to identify, qualify and nurture leads into sales pipe line opportunities, and to assist in general marketing campaign efforts.

Specific Areas of Responsibility:

- Make warm and cold calls using both marketing-driven leads and contact lists to prospective and existing customers to create new sales and identify and pursue up-sell opportunities
- Identify decision makers amongst the targeted leads in order to initiate sales process.
- Coordinate and implement Inside Sales lead generation initiatives which include, but are not limited to:
 - Manage & execute research activities as required to compile successful campaign target lists
 - Entry, distribution and management of target/lead information/records into sales contact database
- Act as a liaison with the Marketing team to manage the processing and distribution of leads generated through activities including Tradeshows, Advertising, Direct Mail, Seminars, Webinars, etc.
- Proactively keep apprised of marketing activities for lead generation campaign opportunities
- Expeditiously manage the hand-off of inbound leads from Marketing to Inside Sales
- Entry, distribution and management of target/lead information/records into sales contact database
- Effective communication of leads reports and action items to Sales & Marketing teams
- Independently monitor progress of Marketing-generated leads – track, analyze, interpret and report results
- Regularly monitor and manage the updating of information related to leads, contacts, accounts and account hierarchies in order to maintain clean and appropriately structured database records

Skills / Qualifications:

- Ability to work with a highly collaborative, team-oriented process, while providing constructive ideas for improvement.
- Ability to work in fast-paced, self-directed entrepreneurial environment.
- Exceptional verbal and written communication skills.
- Highly proficient level computer skills including MS Word, Excel and Outlook.
- Excellent telephone sales personality skills.
- Should be proficient in CRM software solutions including SugarCRM, etc.
- Prominent organization and presentation skills.
- Excellent time management skills.
- Highly energetic and self-starter.
- Decision-making, problem resolution and creative thinking skills.
- Able to multi-task the activities with shifting priorities.
- Should be honest, assertive and systematic.
- Industry background & experience with B2B software-as-a-service technology organizations, with exposure in high growth stage companies a plus.
- Understanding of Internet-based applications and eCommerce site workflow a plus.

Why Join Our Team?

1. FUN - Collaborative culture includes the opportunity to work with/learn from a diverse, highly experienced team of business professionals that enjoy what they do and enjoy working for Vinimaya.
2. Growing, entrepreneurial company which is part of a larger family of companies where you can truly build a long-term career. An environment that encourages/mentors your leadership and product management skills.