



Job Title: Sales Lead Specialist Full Time Non-Exempt Position

Prepared By	Date	Departmental Review	Date	Management Review	Date
HR Director		Marketing Director		HR Director	

Supervisory: No

Reports To: Director of Marketing

Description:

Creative Bus Sales, the nation’s largest bus dealership with over 20 locations nationwide, is looking to add a key sales team member to assist its sales force with identifying and pre-qualifying inbound leads received through a variety of marketing efforts. The Sales Lead Specialist will be the main focal point in determining if a lead is sales qualified, and will also be responsible for nurturing all other leads that are non-sales qualified.

Duties:

Review all assigned inbound leads and determine if sales qualified by performing a series of actions including:

- Review of CRM intelligence data
- Contacting the lead through phone or email
- Answering questions and providing requested information
- Identifying need and available budget
- Educating customers on available products and solutions
- When sales ready, assign lead to appropriate sales person
- Otherwise continue to nurture and cultivate lead until sales qualified.
- Other duties as assigned.

Education/Experience Required:

- Previous Internet sales prospecting experience is a plus.
- High-energy personality with infectious positive attitude.
- Hardworking with past B2B sales experience preferred
- Lead generation, or corporate appointment setting experience.
- Must be ambitious, motivated and sales-minded
- Must be a great problem solver and have critical thinking skills
- Must have great communication skills
- Must be able to multi-task
- Must be detail oriented.
- Proficiency in Microsoft Suites (MS Word, Excel, Outlook, etc.)
- Familiarity with CRM system such as HubSpot or Sales Force.

Physical Requirements:

Work is performed in an office environment. Will be required to stand, sit, and move throughout office as needed. Must have the ability to reach the 2nd floor of building via stairway to access HR office. May be required to use stairway multiple times during the day as necessary.

I have read this job description and understand that the duties and responsibilities set forth may be subject to change by management at any time.

X _____
Candidate’s Signature Date