

## White Globe

White Globe is Asia's leading Language Service Provider (LSP) offering Translation & Localisation services in more than 350 Foreign and Indian Languages. These services are mainly used by MNC Companies who do business in multiple languages or Indian Multinationals with Global presence. In a short span of Four years White Globe is already servicing more than **2000 clients** across the globe including **more than 50 Fortune 500 Companies**. Right from its inception, White Globe has won several Industry leading accolades like **"The Company of the Year 2019"**, **Best in Translation and Localisation-India, Corporate Excellence Award, UK**. **"The Most Admired Language Service Provider in India, CEO of the Year 2019 and "Best Companies to Work For 2021" etc.**

White Globe services are backed by advanced technology and an innovative knowledge center. The services are delivered maintaining very high level of Quality by a team of highly competent project managers and delivery professionals. White Globe offers a dynamic work environment to encourage innovative thinking and honing one's leadership skills

To meet its growing business needs, White Globe is looking for young, dynamic and enthusiastic Lead Generation Managers to contribute in generating sales for the company. The incumbent would be part of the Sales and Marketing Team and would be responsible for generating leads, qualifying leads, fixing up appointments and meet the sales target for Remote, Zero and Quick Accounts ( Deals that can be closed on phone).

The person would be responsible for generating qualified leads leading over the phone and maintain good customer relationships. These qualified leads should lead to deal closure. The person should be an excellent communicator and have superior people skills. He/She must be comfortable presenting products or services over the phone as well as dealing with complaints and doubts.

The organization follows an objective method of assessment of performance with key deliverables (score card) assigned specific weightages .

Please visit: [www.whiteglobe.co.in](http://www.whiteglobe.co.in)

### POSITION DESCRIPTION SUMMARY

Function: **Sales and Marketing**

Location: Mumbai/Pune

Position Title: Lead Generation Manager

Reporting To: Head- Sales and Marketing

#### **I) Position Summary**

Key Objective / Purpose of the Job:

*The incumbent would be responsible for:*

- a. Contacting potential or existing customers to inform them about a product or service*
- b. Answering questions about services of the company*
- c. Asking questions to understand customer requirements and qualify leads*
- d. Close deals on Phone for Remote locations or Zero Accounts or Quick wins*
- e. Generate leads for the Company*
- f. Generate Appointments for Global Account Management*
- g. Direct prospects to the Global Account Manager for closure*

- h. Enter and update customer information in database
- i. Take and process orders in accurate manner
- j. Handle grievances to preserve the company's reputation
- k. Go the "extra mile" to help meet the sales quota and facilitate future sales and meet sales quota for Remote and Zero Accounts and Quick wins
- l. Keep records of calls and sales and note useful information

**II) Person Specification:**

a) Essential Qualifications:

- ◆ Graduate in any Discipline
- ◆ Undergone Voice and Accent Training

b) Requisite Skills:

➤ Technical

- ◆ Proven track record of successfully meeting sales quota preferably over the phone
- ◆ Proven track record of Generating Leads and fixing Appointments for GAM's
- ◆ Good knowledge of relevant computer programs (eg CRM software) and telephone systems
- ◆ Ability to learn about products and services and describe and explain them to prospects
- ◆ Excellent knowledge of English
- ◆ Excellent communication and interpersonal skills
- ◆ Outstanding negotiation skills with the ability to resolve issues and address complaints
- ◆ Good Relationship Management skills
- ◆ Good Presentation & Analytical skills

➤ Behavioral

- ◆ Ability to handle high pressure situations
- ◆ Ability to network extensively and build potential contacts
- ◆ Ability to maintain company image and effectively manage customer expectations
- ◆ Cool-tempered and able to handle rejection

c) Work Experience

- ◆ Should have worked in a Service Industry. Proven experience as Lead Generation executive, tele sales and customer service executive
- ◆ 2-5 years' experience