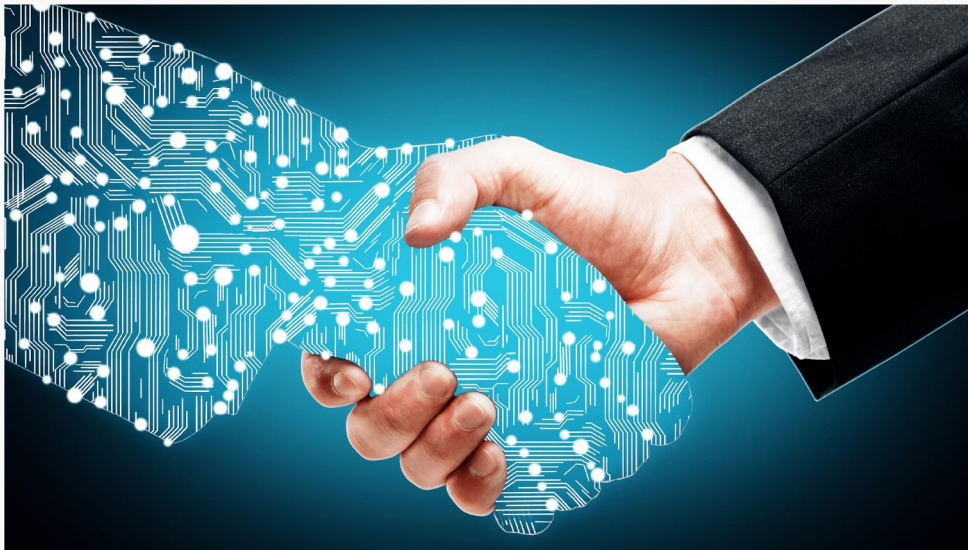




SCALETRIX.AI



Unleash Growth with Digital Transformation & Analytics

• NEW DELHI • BANGALORE • UNITED STATES

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Deep Expertise With Proven Track Record

About Scaletrix AI



BUSINESS
ANALYTICS



DATA
ENGINEERING

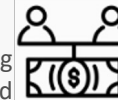


AI & ML
SOLUTIONS



ANALYTICS
CONSULTING

Key Focus Area(s)



Marketing & Sales Analytics: Increase the ROI on your marketing and sales efforts across the channels and identify untapped opportunities.

Customer Analytics: Develop a 360 customer view, map the customer journeys and consumer behaviour segmentation for better customer experience hence the lifetime value

Operational Analytics: Data-backed insights to improve the cost efficiency, resource planning & optimization, TATs and CSATs

Key Success Factors



Domain knowledge: Superior understanding of various business domains, like e-commerce, fintech, SaaS, Tech, etc.

Integrated approach: Ability to leverage and integrate data from multiple sources for comprehensive 360 view BI and Analytics.

Faster time to value: Identify quick wins with high impact. Efforts are guided to translate the data into actionable insights in a shorter period of time.

50+ Yrs

Cumulative
Experience

300+

Client
Engagements

10+

Analytics
Consultants

96%

Repeat
Customers

30+

Analysts &
Engineers

83%

NPS



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Role: Business Development Representative (SaaS Sales)

We are looking for a highly motivated and results-driven **Business Development Representative (BDR)** to join our SAAS sales team. As a BDR, you will drive revenue growth by identifying, qualifying, and converting leads into new business opportunities. You will work closely with the sales and marketing teams to execute targeted outreach campaigns and generate demand for the product's offerings. The ideal candidate will be a self-starter with excellent communication skills and a passion for technology sales.

- Location: Gurugram
- Start Date: Immediately/ Earliest
- Number of positions: 4
- Remuneration: INR 15,000 monthly + incentive (during 3 months probation). Once in full-time role, the candidate can expect a salary of INR 4-6 Lakhs per annum
- Day-to-day responsibilities include:
 - Work with senior team members to drive a well-defined BDR process
 - Work on lead generation using LinkedIn and email marketing
 - Qualify leads based on certain criteria set by the sales team
 - Work on CRM and email campaigns management using popular tools
 - Work on leads nurturing campaigns using proven sales funnel methodologies



Hiring Assignment

Problem Statement

As a strategic partner, we represent Heap.IO in the Indian region and sell the platform and professional services around the same. You may learn more about heap here:

- i. <https://www.heap.io/>
- ii. <https://heap.scaletrix.ai/>

As part of the assignment, please:

- a. Develop an email marketing campaign to nurture leads and drive conversions.
- b. Create a series of two to three marketing emails, including a welcome email for new subscribers who sign-up for the [trial on the landing page](#) and follow-up emails with valuable content and offers.
- c. Incorporate strategies to increase email open rates and click-through rates.
- d. Bonus Task: Personalize the emails based on the recipient's position in the sales funnel.

Social setting personality test: [Please click here.](#)

Next round will include one or two rounds of face-to-face interview through Zoom and/or at Gurgaon office.



Thank you!



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