

Job description

We're seeking a qualified **Business Development Executive** to extend our global reach through expert cultivation of new, untapped business opportunities and relationships.

Job Title: Business Development Executive

Shift Timing: 6 PM - 3 AM IST

Location: Remote

You should have:

- **1-3 Years experience of IT sales.**
- Experience in generating new leads for IT services within US/EU/International Market
- Experience with Prospecting tools like LinkedIn Navigator/ZoomInfo and CRMs like Salesforce/Zoho/HubSpot etc.
- Experience with outbound email campaigns and LinkedIn campaigns.
- Experience with automation workflows in sales.
- Ability to analyse the sales campaigns and derive meaningful results.
- Ability to make changes to the ICP's and strategies based on the weekly/monthly reporting.

Roles and Responsibilities:

- Responsible for generating leads for IT Services in the US market.
- Mining and mapping the companies in the SME Segment whilst building a contact database that can be leveraged to get into new partnerships.
- Building outbound lead generation email campaigns.
- Conducting research on accounts to develop custom penetration approach for accounts.
- Leveraging LinkedIn as a second channel in conjunction with emails to generate leads.
- Arrange calls/meetings for senior management with prospective clients.
- Adhere to the targets set by the management.
- Participate in daily, weekly standup calls.

About Us:

Linksoft is a leading Global information technology company Headquartered in New York taking a collaborative approach to create customized solutions across the digital value chain. We enable clients in N.A. to navigate their digital transformation and deliver technology services from ideation to execution.

Our Culture

Our mission is to empower people, businesses and communities. A culture created less by what we do and more by who we are. When people ask what our team is about, we point to our core values: champion customer success, bring our best, achieve together, get stuff done, and innovate every day. We're always on the lookout for new, curious and capable people who can help us achieve our goal and we are seeking diversity in the people who join our team. We want to make sure that our company reflects the demographic of our

customers, clients, and the communities in which we operate. So, if you want to work for a friendly, global, inclusive and innovative company, we'd love to meet you.

What LinkSoft Technologies will provide you?

- Well formulated career with an exceptional opportunity for growth!
- 6 months promotion cycle.
- Fast-paced, performance-based organization that publicly and financially rewards its employees for achieving a high level of success.
- Hands-on Leadership team dedicated to the overall success of the organization and its employees.
- Massive growth prospects.
- An inter-cultural experience with people from US, UK, and Europe.