



## Job Profile – Lead Generation

### About the job

Key responsibilities include creating and managing a constant funnel of opportunities for the business on an ongoing basis, which will keep the Sales engine roaring. This role is very important to the business as it feeds the revenue and drives the business ahead.

### Key Skills:

1. Should have expertise in building campaign lists using third party tools like Apollo, linked in++
2. Should have expertise in running campaigns
3. Should have experience in making cold calls and engaging with leads, to set up meetings

### Who can apply:

1. Should be organized and details oriented
2. Should have worked in a company that has a SAAS product
3. Fluent in English communication, both oral and written

### Preferred candidate profile

1. Min 1 year of BPO / Cold Calling experience
2. Fluent in English

### Perks and benefits

1. Good candidates can grow into Sales positions within the company
2. Lead generation and Sales based incentives

Reach out to us at [hr@meherly.com](mailto:hr@meherly.com) with your CV to take the next steps.