

Dear Job Aspirant,

We wish to connect with you for below position of **Associate** – **Inside Sales**

If you find the below opportunity is suitable to profile & you are interested to enter in exploring innovative product marketing, please share your updated CV along with following details to <[**careers@softdel.com**](mailto:careers@softdel.com)>**/<Recruiter email id>**

* Designation: **Associate** – **Inside Sales**
* Qualification: Graduation in any field or equivalent, MBA/PGDM in Marketing preferred.
* Location: Pune
* Experience: 1-3 years in Campaign Management/Lead Generation/Demand Generation/Email Marketing

**Company Profile :**

Founded in 1999, Softdel (a UNIDEL company) connects devices, enterprises, and people. Our distinctiveness lies in simplifying enterprise connectedness in smart buildings and smart factories creating unprecedented benefits for our customers and their eco-systems. Headquartered in Stamford, CT, USA, with offices in Japan, and India, we deliver domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities. Our two-decade-long product engineering experience of serving global leaders in the automation & controls industry has catapulted Softdel to an enviable position in the Industrial and Buildings IoT value chain.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

**Roles and Responsibilities:**

* Generating top of the funnel leads and setting up appointments for Sales team.
* Database creation and CRM maintenance.
* Email prospects to qualify the lead; identify decision-makers to begin the sales process. Helping drive business requirement discussions with clients to identify how Softdel's services can help them achieve business objectives. Own and drive the individual email marketing campaigns independently.
* Develop an understanding of Softdel’s offerings and use this knowledge to build core product narrative and amplify by creating messaging, value propositions, user benefits, and other assets to support marketing and sales campaigns
* Work directly with stakeholders regarding industry trends and plan lead generation initiatives' direction.
* Experienced in implementing secure development methodologies, ensuring robust protection of sensitive data and systems integrity.

**Essential Skills:**

* B.E. / B.Tech., MBA/PGDM in Marketing preferred.
* 1-3 years of experience in Lead generation/ setting up appointments for the Sales team.
* Good to have - Proficiency in Salesforce CRM, marketing automation tools (Pardot, HubSpot, etc.) to convert website visitors into leads, and then nurture them into qualified leads.
* Excellent written and verbal communication and creative thinker with an ability to use data to make informative decisions.
* Target Oriented & Team Player. Positive attitude & Go-getter

**Desired Skills:**

* Good knowledge of lead generation through Google, LinkedIn Sales Navigator, Facebook, Twitter for US, Europe and APAC region.
* Hands-on Salesforce CRM.

Regards,

HR Team – Softdel Systems

Email: - [careers@softdel.com](mailto:careers@softdel.com)

Website: - [www.softdel.com](http://www.softdel.com)