

Market Researcher

Objectives:

- The role of the researcher is to collate leads which includes identifying the right enterprises and the decision-makers as per the qualification framework. The role also is to find credible and meaningful information for these decision-makers that the Sales Development Representative (SDR) Team can use.

Responsibilities:

- Create segmented reports of company websites using sales intelligence tools.
- Research/ prospect profiles using sales tools.
- Identify contact information for sales prospects.
- Clean and import data to CRM for individual projects
- Build ad hoc reports for Team Lead where required
- Customer relationship management system (CRM) upkeep
- Sending out LinkedIn messages to targeted prospects to explore new opportunities for engagement.

Target:

- Generate info for 1,000 targeted individuals each month, which meets the qualification framework.

Requirements:

- Excellent attention to detail with the ability to accurately update records
- Professional and articulate written and verbal communication skills
- Experience using Excel and a CRM system would be advantageous but is not essential
- Self-motivated with a positive attitude
- Highly confident and bubbly personality
- A genuine interest in building a career within business administration