

Job Description: Inside Sales Representative – Cold Calling

Job Summary:

We are seeking a motivated and results driven Inside Sales Representative to join our growing software sales team. In this role, she will be primarily responsible for making outbound cold calls to prospective customers, identifying their needs, and generating sales leads. The goal will be to build relationships, qualify leads, and set appointments or close sales depending on the sales process.

Key Responsibilities:

- Make outbound cold calls to targeted prospects daily, introducing our software solutions to decision-makers.
 - Research and identify key contacts within target companies.
 - Qualify leads by understanding their business challenges and aligning them with our product offerings.
 - Set up product demos and appointments for account executives or take qualified leads further down the sales funnel.
 - Maintain accurate and up-to-date records of all interactions in the system.
 - Follow up on marketing-generated leads to convert interest into sales opportunities.
 - Work closely with the sales teams to refine messaging and targeting strategies.
 - Achieve or exceed weekly and monthly activity and pipeline development targets.
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Requirements:

- 1+ years of experience in inside sales, cold calling, or telemarketing.
 - Strong verbal communication and persuasive speaking skills.
 - Self-starter with the ability to work independently and as part of a team.
 - Comfortable with high-volume calling and outreach.
 - Familiarity with B2B software sales cycles is a plus.
 - Strong organizational and time management skills.
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Preferred Qualifications:

- Bachelor's degree in Business, Marketing, Communications, or related field.
- Experience in selling B2B or enterprise software.
- Understanding of common software industry points and value propositions.