



Lead Generation Specialist

Quester is a full-service, consumer intelligence company that specializes in harnessing the power of conversation. Quester's conversational architects leverage an award-winning artificial intelligence backed software moderator to develop one-on-one conversations, blending qualitative and quantitative into a single phase conducted at scale (quantitative sample sizes). Marketing scientists and linguistic analysts collaborate to produce a comprehensive analysis that goes beyond data to bring a full and complete story to life.

Quester's family-focused culture nurtures an environment of collaboration and innovation while maintaining a fun and flexible atmosphere. Little turnover and long-term employees confirm Quester embraces an environment conducive to personal development, business growth and an evolution crafted using a founder's mentality approach.

The primary role of the Lead Generation Specialist is to focus on listening to our clients and prospects to understand their marketing and business challenges to determine if Quester has a solution to meet their unique needs. The Lead Generation Specialist is responsible for building new relationships and connecting market research professionals with our Client Services team. Together, they help clients identify and solve for gaps, unmet needs and other marketing opportunities.

In this role, you will support the Client Services Team by initiating new business development opportunities through sourcing, evaluating and generating new sales leads. This individual must be highly motivated and able to identify and develop new business prospects from multiple sources including, cold calling, prospect lists and individual research. The Lead Generation Specialist will be responsible for identifying and connecting with leads, monitoring lead activity and converting leads into sales for this fast-growing market research firm. The candidate should be confident and articulate on the phone as well as in person to be successful at developing new business.

More specifically, as a Lead Generation Specialist you will:

- Research, identify and target potential prospects using Google, LinkedIn, Zoom Info, Salesforce and other related software
- Participate in business growth by developing sales opportunities through cold calls to create a list of leads
- Demonstrate ability to engage, acquire and convert cold leads into interested prospects relative to develop and grow the sales lead pipeline
- Build and cultivate prospect relationships by initiating communications and conducting evaluations to qualify prospects for our solutions and services
- Clearly and concisely communicate Quester's value and marketplace differentiation to prospects
- Nurture relationships through continuous communication and conversations to move opportunities through the sales funnel
- Persuade prospects to recognize the benefits of further engaging with a client services representative for a personalized product demonstration
- Have the ambition to meet or exceed assigned quotas
- Schedule and attend appointments with potential clients



Responsibilities of the Lead Generation Specialist:

- This position requires a high level of productivity, self-confidence and persuasive attributes, to generate a sales pipeline of prospected and qualified leads
- Ability to make a high volume of daily calls to establish and maintain on-going dialogue with prospects relative to qualify them as sales opportunities
- Provide an excellent first impression experience
- Use Salesforce CRM for all internal communication and updates with regards to leads
- Be a valued contributor to the Quester organization

Desired (but not required) qualifications of the Lead Generation Specialist:

- Experience with lead generation, field sales, retail sales, telemarketing, direct marketing or related fields
- Desire and ability to convert cold leads into interested prospects
- Proven background in business development, cold calling and prospecting
- High level of productivity
- Experience with Marketing Automation platform and CRM software (Salesforce a definite asset)

Must be able to follow oral and written instructions

Highly polished communication and impeccable phone skills a must

*Compensation will include base, commission structure and benefits commensurate with experience

Job Type: Full-time

Please send resume to: laura.debartolo-tow@quester.com