



Computing Technology Solutions, LLC
2033 N Milwaukee Ave, Suite 351
Riverwoods, IL 60015
info@onlineCTS.com
www.onlineCTS.com

Job Description

Job Title: Lead Generation Specialist

Reports To: Chief Sales Officer

Exempt Status: Exempt plus commissions

Purpose of the Position

Our Lead Generation Specialist (LGS) is responsible for assisting with generating new business by cold calling pre-generated identified prospects. This position requires excellent communication skills, both verbal and written, as well as attention to detail and organization. Our LGS ideally has a proven track record of successfully generating leads. Our LGS must be highly motivated, able to work independently, prioritize tasks, committed to providing exceptional service, and meet deadlines in a remote work environment.

Responsibilities and Tasks

Lead Generation

- Contact and qualify leads through phone calls, emails, and other communication methods
- Maintain call records within CRM
- Analyze and report on lead generation metrics to track progress and identify areas for improvement
- Stay up-to-date with industry trends and best practices for lead generation
- Ability to have professional conversations with prospects to determine if they are a qualified lead and their IT needs match the services and solutions CTS provides

Teamwork

- Monitor, read, and respond to messages within group chats and email in a timely manner
- Identify opportunities for improvement and make constructive suggestions for change
- Contribute to the process of innovative change effectively
- Undertake other duties as required by the CTS Leadership

Abilities, Skills, and Values

Must Have

- Ability to tune into other's feelings and thoughts and possess the wherewithal to ask good questions and listen keenly, and to adjust and adapt social style and communications to the party being worked with
- Ability to learn and retain a broad understanding of CTS services. Knows enough about what CTS does to represent that capability in meetings.
- Inherently results-driven and ambitious
- Maintain a quiet, organized place to work from with high-speed internet
- Maintain the capacity to make at least 100 calls daily with the assistance of an AI-based phone dialer or other targeted or custom services and techniques
- Ability to communicate effectively both written and verbally
- Ability to independently manage time and prioritize, facilitate, and keep track of all work

- Strong knowledge and ability with the use of a personal computer and software applications
- Strong organizational and time management skills
- Ability to maintain detailed records
- Valid Driver's License

Nice to Have

- Bachelor's degree in Business Administration, Marketing, or related field
- Experience with lead generation
- Experience working for a Managed Service Provider/IT Support Business
- Proficiency with using lead generation tools and software
- Proven track record of successful lead generation
- Experience with developing and implementing lead generation strategies and tactics

Physical Requirements

- Prolonged periods of sitting or standing at a desk, working on a computer, and talking on the phone

Computing Technology Solutions is an equal opportunity employer.