

# Lead Generation Specialist - IT & Digital Services

## Business Development

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**Experience**

2-4 yrs

**Location**

Phase 8B, Mohali - On-site

**Openings**

1 Position(s)

**Current Status**

Urgent Hiring

**Job Type**

Full-time

**Job ID**

#4

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## Job Description

We are looking for a highly skilled Lead Generation Expert to generate high-quality B2B leads for Web Development, ERP, CRM, Digital Marketing, and Automation services.

## Key Responsibilities

- Identify and qualify leads using LinkedIn, Apollo, Upwork, email outreach, and social channels.
- Create and run cold email campaigns.
- Generate contact lists using tools & scraping systems.
- Understand technical services to qualify leads properly.
- Schedule meetings for the sales/CEO team.
- Maintain lead database and pipeline reports.

## Required Skills

Strong experience in B2B IT lead generation.

Knowledge of LinkedIn Sales Navigator, Apollo, Crunchbase, Hunter, etc.

Ability to write quality cold emails and scripts.

Strong understanding of web development & digital services.

## KPI & Performance Targets

- Number of qualified leads per month.
- Email outreach performance (open rate, reply rate).
- Meeting appointments booked.
- MQL → SQL conversion rate.

## Salary & Benefits

- ₹20,000–₹35,000 per month
- Incentives based on qualified leads + appointments

## Why Work With Us?

- Exposure to multiple sales channels.
- Work directly with the founder.
- Opportunity to earn high Incentives.

## Growth Path

- Lead Gen Executive → Senior Lead Gen Specialist → Business Development Executive → BDM

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