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## Inside Sales Executive (ISE)/Lead Generation Specialist

### SUMMARY:

As a Lead Generation Specialist, your primary responsibility is to drive new business interests through proactive outreach, including cold calls and targeted emails. We are seeking a self-motivated and coachable individual with a genuine interest in building a career in sales and someone who is not afraid to pick up the phone.

You will collaborate closely with the National Sales Director to translate strategic priorities into actionable lead generation initiatives. Working directly with the Sales and Marketing teams, your role involves organizing and executing critical lead generation activities to support growth in key product lines and strategic initiatives.

### PRIMARY RESPONSIBILITIES:

- Collaborates with the National Sales Director to translate strategic priorities and campaign concepts into technical execution to advance prospects through the buyers' journey, grow our funnel of qualified leads, and facilitate increased quote and order activity.
- The Lead Generation Specialist works directly with Sales and Marketing to organize and execute lead generation activities identified as critical to facilitating growth in key product lines and strategic initiatives.
- Develops customer profiles/buyer personas to facilitate segmentation for marketing efforts based on key demographics including target markets, key accounts, buyer roles, etc.
- Perform strategic reach outs through email, social media, and cold calling efforts to connect and qualify identified prospects.
- The Lead Generation Specialist will work with the Regional Sales Manager/Business Development Manager to seamlessly transition all qualified leads to the next stage of the buyers' journey.
- Uses data analytics to assess, measure, and quantify the efficacy of lead generation tactics.
- Compiles market data to support and guide sales and marketing strategies.
- Regularly update and maintain the Salesforce CRM database, ensuring accurate and up-to-date information on leads and prospects. Provide insights to improve CRM usage for better lead tracking and management.
- Maintain comprehensive documentation of lead generation activities, outcomes, and strategies. Generate regular reports for leadership, highlighting key metrics, trends, and areas for improvement.
- Stay informed about industry trends, competitor activities, and emerging lead generation tactics. Continuously develop knowledge and skills to enhance lead generation effectiveness.
- Stay abreast of new tools and technologies that can enhance lead generation efforts. Implement and optimize the use of tools for efficient outreach and communication.
- Stay adaptable to changes in the market, product offerings, or company strategies, and adjust lead generation tactics accordingly.
- Foster positive relationships with potential clients, understanding their needs, and ensuring a positive experience throughout the lead generation process.

- Understands basic elements of the CEMLink, COMPAS and EPAS product lines, common practices, and procedures.
- Attend trade conferences, and Government meetings and seminars as needed.
- Meeting and exceeding performance targets.

**REQUIRED SKILLS AND EXPERIENCE:**

- Minimum 2 years' experience in a sales or sales support role for technical software products.
- Proficiency with Microsoft Office tools (e.g., PowerPoint, Excel, Outlook, etc.)
- Strong analytical skills with a data-driven mindset, attention to detail, and organizational skills.
- Energetic, results-oriented approach with a strong sense of accountability.
- Ability to work both independently and within a team environment with a responsible and professional demeanor.
- Must be a high integrity individual that works in an ethical and respectful manner with all customers and co-workers.
- Must be results-oriented with an established business acumen demonstrating strong problem-solving, project management, and organizational skills.
- Ability to resiliently navigate and overcome rejection, setbacks, and challenges while maintaining a positive attitude.
- Ability to lift and/or move up to 50 pounds.
- A valid driver's license and safe driving record is required.
- Willingness to travel occasionally to participate in company meetings, user groups, trade shows, conferences, etc.

**DESIRED SKILLS AND EXPERIENCE:**

- Bachelor's degree in business, marketing, or related field.
- Familiarity with the latest lead generation techniques, lead management systems, and basics of online marketing.
- Proven ability to manage/execute concurrent projects in a fast-paced, collaborative environment.
- Experience with CRM software platforms, preferably Salesforce.
- Ability to grasp and demonstrate a basic understanding of the technical aspects of environmental compliance data acquisition systems and associated regulations.
- Strong written, verbal, and presentation skills, with a passion for creative content development and the ability to effectively articulate customer value propositions and brand positioning.

**COMPANY DESCRIPTION:**

VIM Technologies is a leading provider of comprehensive environmental compliance and emissions management solutions. The company's state-of-the-art software empowers organizations to efficiently monitor, track, and report their air emissions and environmental performance. With industry expertise and a commitment to innovation, VIM Technologies assists businesses in navigating regulatory compliance complexities, optimizing operational efficiency, and promoting environmental sustainability.



VIM Technologies believes in nurturing a work environment that values and supports our talented team. Offering competitive benefits, ongoing training, and professional development opportunities, we ensure that our employees not only contribute to our success but also thrive personally and professionally.

Our commitment to a collaborative and inclusive workplace is reflected in the diverse perspectives that drive innovation and excellence. At VIM Technologies, we understand that our people are our greatest asset, and we strive to provide them with a fulfilling and rewarding career experience.

[Email to apply](#)