



# Lead Generation Specialist – USA Market

## London Based

Foresight Factory is a leading consumer trends agency predicting a unique future for each client through first-class analytics, algorithms and human expertise. Our signature service is Foresight Factory Online – a powerful all-access platform.

Supported by our values of being predictive, bold, critical, genuine and empathetic, we like each day to be a little bit different. With offices in London, New York, Seattle, Singapore and Stockholm our culture, whilst hard-working, is relaxed, fun and sociable.

In the last six months we've won some amazing new clients and in the US are growing at a rapid pace. We've invested in new technology, new people and new tools. We plan to scale our sales operation worldwide and are currently recruiting for a newly created **Lead Generation Specialist** role to help us engage with and set up meetings with potential new US clients.

### The sort of things you'll be doing:

- ▶ Delivery of sales campaigns, targeting prospects by email and phone.
- ▶ Targeting specific sectors to promote events that we both host and attend.
- ▶ To reach out to, engage and educate key people about our services, setting up meetings for our senior sales team to lead and close.
- ▶ Research and identify new people we should be targeting using your own initiative and great support tools.
- ▶ Be our CRM guru!
- ▶ Over time learn how to demo our platform to prospects and qualify leads
- ▶ Get creative, contributing to how we write about and promote Foresight Factory to our future clients and carefully tailor emails. Feel free to show your creative writing prowess when applying to us!
- ▶ Whilst heavily weighted towards our US efforts, you will also provide support to our sales efforts across Europe and Asia when needed.

### Requirements for the role:



- ▶ Experience in a sales or business development position with a focus on lead generation and not 'closing'
- ▶ Determination and can-do attitude with the ability to secure meetings with potential new clients.
- ▶ A passion and understanding of consumer trends and how businesses use them
- ▶ Highly computer literate with specific knowledge of Google Docs, LinkedIn, ZoomInfo and CRM systems such as Salesforce and Highrise.
- ▶ Excellent creative writing and communication skills
- ▶ Highly organised and driven by working on specific time based campaigns
- ▶ Ability to take front line learnings, formulating ideas to innovate and improve sales campaigns

#### A few of the benefits:

- ▶ Salary between £21,000 – 25,000 depending on skills and experience with 1st year OTE £30,000.
- ▶ Participation in company wide bonus scheme
- ▶ 28 days of annual holiday plus all public holidays
- ▶ Sales and creative campaign training with clear path for progression
- ▶ Working in a fascinating sector with some of the biggest brands in the world
- ▶ A relaxed working environment with a casual dress code
- ▶ Fruit, snacks and lots of tea, coffee and cold beverages
- ▶ Team building, social events and random fun nights out!

#### After you've settled in:

- ▶ Flexible working
- ▶ Work place pension
- ▶ Season ticket loan
- ▶ Cycle to work scheme

#### How to apply:

Please send your CV and a brief covering letter (no more than 300 words) telling us why you are interested in working with us to [careers@foresightfactory.co](mailto:careers@foresightfactory.co)

Closing date for applications 14 April 2019

