



REENA

## Sales Specialist || Lead Generation Specialist

### Profile

"Dynamic and results-oriented sales professional with 12 years of experience in sales industry , skilled in cultivating client relationships, exceeding sales targets, and driving revenue growth. Seeking to leverage expertise in consultative selling and persuasive communication to contribute to a high-performing and Committed to delivering exceptional customer service and fostering long-term client partnerships."

### Work Experience

#### Lead Generation Specialist

- Identify and research potential leads through LinkedIn, s, social media, and other channels.
- Use tools like Pipedrive , Lusha, and LinkedIn Sales Navigator for data gathering.
- Create personalized outreach messages via email, LinkedIn, or cold calling.
- Assess leads to determine if they fit the company's ideal customer profile.
- Conduct initial discovery calls or send qualifying questionnaires.
- Segment leads based on their interest, budget, authority, and need (BANT).

2024

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2025

#### Sales Executive || Lead Generation Specialist

- Conduct outbound sales calls to prospective clients to introduce our products or services and qualify leads.
- Develop and maintain a pipeline of leads through cold calling, prospecting, and networking activities.
- Engage with decision-makers and key stakeholders to understand their business needs and present tailored solutions.
- Build rapport with prospects and overcome objections to effectively move them through the sales process.
- Follow up on leads and opportunities in a timely manner to ensure a consistent flow of sales activity.
- Meet or exceed weekly, monthly, and quarterly sales targets and performance metrics.
- Document all sales activities, interactions, and outcomes accurately in the CRM system.

2023

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2024

### Education

#### Bachelor of Science in Nursing

2004 - 2008

### Expertise

Cold Calling  
lead  
Generation  
Team  
Management

## Work Experience

2021  
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2022

### Lead generation Specialist

- Research and identify potential leads and prospects within target industries, markets, and geographic regions.
- Conduct outbound prospecting activities, including cold calling, email outreach, and social selling, to introduce our products or services to prospective clients.
- Maintain accurate and up-to-date records of all lead generation activities and interactions in the CRM system.
- Monitor and track the performance of lead generation campaigns and initiatives, adjusting strategies as needed to optimize results.
- Participate in ongoing training and professional development to enhance lead generation skills and knowledge of our products or services.

2021  
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2022

- Conduct outbound sales calls to prospective clients to introduce our products or services and qualify leads.
- Develop and maintain a pipeline of leads through cold calling, prospecting, and networking activities.
- Understand the needs and pain points of prospective clients and articulate how our SAAS products can address their business challenges.
- Develop and maintain a robust pipeline of opportunities, tracking sales activities and progress in the CRM system.
- Collaborate with sales development representatives, marketing teams, and other internal stakeholders to optimize lead generation and sales strategies.
- Negotiate contract terms, pricing, and licensing agreements with clients to ensure mutually beneficial outcomes.

2021  
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2020

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2020  
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2017

### Account Manager

- Generate sales among client accounts, including upselling and cross-selling.
- Look for a new possible distributor for gloves and other safe items
- Reach sales quota for the month.
- Managing and retaining relationship with existing clients
- Reporting on success and areas needing to improve
- Operates as the point of contact for assigned customers
- Identifies opportunities to grow business with existing clients
- Keep records of client transactions.
- Manage projects within relationships, working to carry out the client goals while meeting company goals.