

Dear Job Aspirant,

We wish to connect with you for below position of **Associate – Inside Sales**

* Designation: **Associate – Inside Sales**
* Qualification: Graduation in any field or equivalent, MBA/PGDM in Marketing preferred
* Location: Pune
* Experience: 1-3 years in Campaign Management/Lead Generation/Demand Generation/Email Marketing

**Company Profile :**

At Softdel, we empower global enterprises and OEMs to navigate their AI journey with confidence by leveraging our extensive expertise in IoT, Cloud, Data Analytics, and Product Engineering Services. We specialize in unlocking real-time data from machines and equipment, transforming trapped data into actionable insights that drive efficiency and sustainability. As a trusted Engineering and R&D partner, we bridge the gap between device connectivity, enterprise integration, and user interaction, enabling our customers to accelerate their AI readiness.

With two decades of experience and deep domain knowledge, we take pride in co-creating robust transformation solutions that empower our customers to drive innovative use cases, achieve tangible benefits, secure a strong return on their investments, and meet their sustainability goals.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

**Roles and Responsibilities:**

* Generating top of the funnel leads and setting up appointments for Sales team.
* Database creation and CRM maintenance.
* Email prospects to qualify the lead; identify decision-makers to begin the sales process. Helping drive business requirement discussions with clients to identify how Softdel's services can help them achieve business objectives. Own and drive the individual email marketing campaigns independently.
* Develop an understanding of Softdel’s offerings and use this knowledge to build core product narrative and amplify by creating messaging, value propositions, user benefits, and other assets to support marketing and sales campaigns
* Work directly with stakeholders regarding industry trends and plan lead generation initiatives' direction.
* Experienced in implementing secure development methodologies, ensuring robust protection of sensitive data and systems integrity

**Essential Skills:**

* B.E. / B.Tech., MBA/PGDM in Marketing preferred.
* 1-3 years of experience in Lead generation/ setting up appointments for the Sales team.
* Good to have - Proficiency in Salesforce CRM, marketing automation tools (Pardot, HubSpot, etc.) to convert website visitors into leads, and then nurture them into qualified leads.
* Excellent written and verbal communication and creative thinker with an ability to use data to make informative decisions.
* Target Oriented & Team Player. Positive attitude & Go-getter

**Desired Skills:**

* Good knowledge of lead generation through Google, LinkedIn Sales Navigator, Facebook, Twitter for US, Europe and APAC region.
* Hands-on Salesforce CRM.