

# Lead Generation Specialist

## Position Description

A Lead Generation Specialist is responsible for prospecting, qualifying and generating new sales leads to support the ConnectBooster Sales Development Team. This individual will be a highly motivated, self-starter able to identify and develop new business prospects from multiple sources including prospect lists, discovery and individual research. A dynamic personality with a drive to reach decision makers is essential!

## What You Will Be Doing

- Develop new business via telephone and mass communication such as email and social media to introduce the ConnectBooster solution and identify appropriate prospects within the target market.
- Identify the point of contact of the prospected company and determine if qualified.
- Work with the Sales Development Manager to qualify and grow the sales pipeline to consistently meet quarterly revenue goals.
- Manage data for new and prospective clients in ConnectWise, ensuring all communications are logged, information is accurate, and documents are attached.

## What We Want from You

- Demonstrated ability to meet and/or exceed determined activity goals.
- Excellent client service skills.
- Excellent written and verbal communication skills.
- Determination to succeed in a competitive environment.
- Proficient in MS Office products (Excel, Word, MS Outlook, MS PowerPoint)
- Experience with ConnectWise or another CRM Software preferred but not required.

## Compensation, Benefits, and Perks

- Competitive wage based on experience and qualifications
- 401(k) plan with company match
- Wellness benefit
- Paid holidays
- LifeLock® Identity Theft Protection
- On-site company store
- Free chair massages
- Catered team events and training sessions every month
- Fun work environment and an amazing culture
- Great opportunities for training, professional growth, and advancement

## Additional Information

- Location: West Fargo, ND
- Full-time position
- Applicants must be eligible to work in the US without visa support

## About BNG Team

BNG Team is an award-winning business solutions company based in Fargo, North Dakota. BNG Team is passionate about developing solutions for businesses that help them achieve their business goals. BNG has four divisions that offer a variety of services. For additional information on BNG Team and its businesses, visit BNG Team online (<http://www.bngteam.com>) or follow us on Twitter [@bngteam](#). BNG Team is an equal opportunity employer.