



## Job Description for Inside Sales Executive

<b>Role</b>	Inside Sales
<b>Position Type</b>	Full Time
<b>Job Type</b>	Inside Sales Executive
<b>Location</b>	Gurgaon

### About Us

At Digilytics™, we build and deliver easy to use AI products to the secured lending and consumer industry sectors. In an ever-crowded world of clever technology solutions looking for a problem to solve, our solutions start with a keen understanding of what creates and what destroys value in our clients' business.

Founded in 2014, by Arindom Basu, the leadership of Digilytics™ is deeply rooted in leveraging disruptive technology to drive profitable business growth. With over 50 years of combined experience in technology-enabled change, the Digilytics™ leadership is focused on building a values-first firm that will stand the test of time.

We are currently focussed on developing a product, Revel FS, to revolutionise loan origination for mortgages and secured lending. We are also developing a second product, Revel CI, focused on improving trade (secondary) sales to consumer industry clients like auto and FMCG players.

The leadership strongly believes in the ethos of enabling intelligence across the organization. Digilytics AI is headquartered in London, with presence across India.

### About the role

As an inside sales executive you would focus on the early part of the sales cycle, such as mapping markets, researching target leads, generating suspects leads and converting them into prospects. The role will initially focus on inside sales for Revel FS, and eventually extend to other products. You would work at identifying the right decision makers, engage with them over conference calls and emails to make them prospects, do value selling, follow up and close.

Over a period of time, you will progress into a sales role.



### **Responsibilities**

- Understand Product portfolio and map to potential client needs
- Manage lead generation, pipeline creation and Sales.
- Lead Generation via CRM, LinkedIn, etc.- Identify Prospects, right contacts, decision makers
- Scope opportunity and develop relationships with potential client
- Value sell: Understand the individual and unique needs of customers
- Follow up & secure first meeting
- Support marketing activities with relevant content creation
- Database management, Log Calls and Data in CRM, Excel sheets etc
- Follow news and stay updated on targets
- Achieve daily, monthly and quarterly targets
- Research on accounts to help increase interest

### **Expected and Desired Skills**

- Strong research ability
- Excellent written and oral Communication Skills
- Great Personality, Smart, Aggressive & Go-getter
- Result Oriented: Preference to candidates who have demonstrated success in meeting sales goals
- Knowledge of Microsoft Office, Microsoft Excel, Word, PowerPoint, Outlook etc.
- You would be given preference if you have done end to end sales, international sales, research sales and/or B2B sales
- Time management and organisational skills

### **Experience**

- Overall 2-4 years relevant experience
- Financial services experience
- Analytics / AI&ML / Information Technology domains

### **Education Background**

- A Bachelors degree, or equivalent
- A Master's degree, or MBA is preferred