



Job Description - Sales Lead Support

Objective

Responsible For The Day-To-Day “Lead Support” Of The Account Management Team

Basic Functions Of The Job

Lead Generation

- a. Identifying Companies That Meet Target Customer Profiles
- b. Sourcing Required Target Customer Information
- c. Downloading Target Information

Lead Distribution

- a. Managing Target Account Assignment
- b. Timely & Accurate Qualified Lead Assignment & Distribution

Lead Tracking

- a. Logging All Assigned Leads In Performance Tracking Worksheet
- b. Weekly Follow-Up To Ensure Leads Have Been Contacted

Lead Reporting

- c. Updating Of Performance Report For All Leads
- d. Effective Distribution & Communication Of Lead Reports

Lead Support

- e. Responsible For Leads Desk E-Mail Group

Specific Job Responsibilities

Lead Generation

- i) Work With Marketing For In-House Leads
- ii) Work With Credit For Credit Scored Leads
- iii) Work With Online For Internet Leads
- iv) Use “Primary Lead Sources” For External Leads
- v) Audit Each Lead Against Existing Database

Lead Distribution

- i) Distribute Leads Based On Requests & Assignment Criteria
- ii) Create Books For All New Reps
- iii) Downloaded Leads Into Target Database

Lead Tracking

- Ø Track All Assigned Leads – AM Requests
- Ø Track All Assigned Leads – New Hire Books
- Ø Track All Re-Assigned Leads – Termed AMs
- Ø Track All Incoming Lead Sources – Marketing / Internet

Lead Reporting

- ü Track All Assigned Leads – Existing AM Requests
- ü Track All Assigned Leads – New Hire Books
- ü Track All Re-Assigned Leads – Termed AMs
- ü Assist In Analyzing Historical Data / Trend Analysis