

Internal Lead Generation

Lightfoot is an award-winning, government supported technology that is proven to make our roads safer, our environment cleaner and our motoring less expensive. Our product has been described as the Fitbit for cars. It is ground-breaking and disruptive. We will be continuing our rapid growth into 2020 and our ambition is to become a \$billion business.

As part of our rapid growth, we are looking for an exceptional, innovative and highly motivated individual to contribute to and share in the success of our experienced and ambitious sales team. Your focus will be on creating meetings with businesses who operate car and van fleets who would benefit from seeing our technology demonstrated.

Roles & responsibilities

- Working within Lightfoot's Lead Generation Team, you will be working to defined activity levels to reach KPI's and a "Meetings Booked & Attended" target.
- Reporting into the Lead Generation Manager, you will be contacting potential fleet customers to arrange meetings for our Sales Team to be demonstrating our technology.
- Building and cultivating relationships with our Partners in order to create meetings and Sales opportunities for the Sales Team.
- Working closely with all internal departments and teams to ensure the Lightfoot proposition is fully understood and delivering exceptional customer experience to prospects through you and your team.
- Capturing information in our CRM system (Salesforce) and ensuring all communications and outcomes are correctly recorded.
- Provide a summary report on weekly performance at weekly sales meetings and as required by the business.

Desirable skills and experience

- Demonstrable success in prospecting and creating meetings within a Fleet / Software / SaaS environment
- Ability and motivation to self-generate leads, opportunities through a variety of sources, including your own networking, event planning and online activity
- Ability and attitude to meet and/or exceed results and activity targets
- Excellent organisational skills and the ability to prioritise workload to achieve required personal and organisational objectives
- Excellent spoken and strong written communication skills
- Experience working with Salesforce CRM, LinkedIn etc
- Computer & IT literate, including Microsoft Office suite

Personal characteristics

- You will support and represent our core values
 - To Care, To Deliver, To Innovate
- Ambitious, results-driven and highly self-motivated
- Credible, reliable and honest
- Confident and articulate in all forms of communication and able to adapt your style to suit each situation or audience
- Organised and attentive to detail
- Personable and outgoing, with a good sense of humour

- Flexible and able to adapt within a fast-moving and exciting environment
- Full UK driving licence and prepared to travel if required across the UK

Salary & benefits

- £35,000 OTE

Location

- You will be based at our award-winning office just outside Exeter

How to Apply

If you think you could be who we're looking for, please forward an email briefly summarising why you'd be great for the role, and include a copy of your CV, to work@lightfoot.co.uk.