

Practical Data Solutions (PDS) is seeking a Lead Generation Specialist to make outbound calls, email and written follow-up to targeted businesses, generate interest in PDS' services and set up presentations. An ideal candidate would be assertive, motivated and will be very comfortable talking on the phone. Must have the gift of being able to communicate effectively how our company can help the potential client. Being able to relay confidence over the phone is key to this role.

An ideal candidate should have 3–5 years' experience in telemarketing or inside sales. Experience with healthcare or software applications is preferred, but not required. Candidate must possess excellent verbal and written communication skills to identify targets, promote value and gain agreement for potential customers to look at PDS software products and services demonstrations.

Job Summary:

- Must be able to identify potential new clients and target accounts
- Leverage Social Media platforms as a business tool
- Identify key individuals in the target accounts
- Leverage marketing efforts and systems to gain interest in PDS' products and software services
- Arrange demonstrations and meetings with prospective clients
- Conduct appropriate follow-up
- Starting salary range: \$45,000-55,000, plus bonuses

Duties and Responsibilities:

- Contact healthcare organizations by phone in order to provide information about PDS
- Appropriate professional follow-up via email and written communication
- Update and Documentation of Prospect info into PDS' Customer Database
- Adjust sales scripts to better target the needs and interests of prospective clients
- Adapt and tune marketing and client communications as appropriate

Qualifications:

- A bachelor's degree preferred (or equivalent experience) in business, marketing, sales or a related area
- Excellent verbal and written communication skills, with great listening skills
- Outstanding computer skills and the ability to master new software quickly
- Proficiency with Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)
- Understand technology, software and technology concepts
- Be precise, and detail oriented
- Be outgoing and friendly with a high energy level
- Be highly motivated and a natural self-starter



Who We Are:

Practical Data Solutions (PDS) is a rapidly growing, nationally recognized healthcare reporting company. Since 1995, PDS has partnered exclusively with healthcare organizations to design, build and support state-of-the-art technologies employing best practices for data warehousing, business intelligence, analytics and dashboard reporting.

At PDS, our clients spend their time working *with* information, rather than working to *get* information. From turnkey cloud analytics to custom data mart design, we have one simple goal – to help our clients leverage data to improve performance and achieve ROI.

For more information about PDS, visit our website at www.pds-online.com.

What We Offer:

- Ample opportunities for growth; a place where you can have a career, not just a job
- Comprehensive training program where you can develop new skills for professional/personal growth
- A casual, stable, professional work environment
- Excellent compensation and benefits package including matching 401(k)

To be considered, please send your resume with cover letter, describing why we should consider you as a candidate to: Careers@pds-online.com

*****E-mail only, no calls or faxes please*****

PDS will only consider serious candidates who most closely match the qualifications listed.

PDS is an Equal Opportunity Employer.