

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 demos. An ideal candidate would be assertive, motivated and will be very comfortable talking on the phone and stirring up interest with ways our company can help the potential client. Being able to relay confidence over the phone in the services we offer is a must.

This is a fantastic opportunity for the right individual who wants to be part of a very dynamic and experienced team to reach his or her fullest potential. This is an entry level position that provides training and the opportunity to advance quickly and has the potential to become more than just a job, and develop into a career. This is an ideal position for an individual who is looking for a long-term career in professional business-to-business sales. Candidate must possess excellent verbal and written communication skills to assist 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
- Identifying key individuals in the target accounts
- Leverage marketing efforts and systems to gain interest in PDS' products and software services
- Arranging demonstrations and meetings with prospective clients
- Conducting follow-up and obtaining feedback on proposed PDS Solutions
- Starting salary range: \$42,000-45,000, plus bonuses

**Duties and Responsibilities:**

- Contact healthcare organizations by telephone 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
- Adapting and tuning of 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, detail oriented, methodical and meticulous
  
- Be outgoing and friendly with a high energy level



- Be able to work effectively in a dynamic environment
- 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](http://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](mailto: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.

**Information Architects for Healthcare**

[www.pds-online.com](http://www.pds-online.com) • 33 Bullet Hill Road, Suite 305, Southbury, CT 06488 • 203.262.9224