

JOB IDENTIFICATION

Position Title: Lead Generation Specialist

Location: Okhla, Delhi

Department: Sales

Unit: GMO GlobalSign, India

Reporting into: V.P - Sales

ABOUT GLOBALSIGN

Established in 1996, GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate digital signing, authentication, and encryption. Its high-scale PKI solutions support the billions of services, devices, people, and things comprising the Internet of Everything (IoE). The company has offices in the Americas, Europe, and Asia.

GMO GlobalSign Certificate Services Private Limited has also been certified as 'Great Place to Work' Effective from the year July 2022. This is another step for us on our journey of building a High-Trust and High-Performance Culture. GlobalSign India also has fared much better than Top 75 Great mid-sized companies.

JOB SUMMARY:

We are looking for an ambitious and detail-oriented Lead Generation Specialist professional to fuel our sales pipeline. In this role, you will identify and qualify potential customers through proactive outreach—via cold calls, emails, and social media—and maintain accurate records in our CRM system. Your efforts will directly support the sales team, driving growth through high-quality qualified leads.

JOB RESPONSIBILITIES:

- Conduct planned cold-calling campaigns, scheduling meetings and online lead generation activities to maintain a funnel of active leads and follow-up as required.
- Classify hot, warm, and cold leads based on their need, budget, and decision-making capabilities. Accordingly, take the necessary steps to convert hot leads and nurture warm and cold leads.
- Cultivate in-depth product knowledge and understanding to ensure that you can effectively communicate the product features, use cases, and benefits to the prospective customers.
- Manage prospects from lead generation through demos with the ability to articulate value proposition, navigate objections and foster relationships.
- Conduct web and phone-based demos to drive customer acquisition.
- Identifying potential customers and exceed qualified lead/demos quota every month.
- Use CRM/sheets to maintain and report on activity and metrics.
- Anticipate and handle objections during the sales process with clear and concise responses that position the benefits of the platform.
- Qualify prospects based on their current business challenges and needs using targeted and relevant questions.
- Collaborate with marketing and sales team members to work on tasks relevant to lead generation.

REQUIRED SKILLS:

- Should have at least 6 months to 2 years of relevant experience.
- Should have exceptional verbal, written communication & presentation skills.
- An ideal candidate should be PASSIONATE about inside sales as a profession & a believer in the ideology that digital sales is the present & future of sales.
- Should possess natural flair for persuasion, conversations & enjoy talking to customers

- Highly organized with ability to work in fast paced team environment

SECURITY RESPONSIBILITIES:

At GlobalSign we believe that security is the responsibility of every employee. We therefore expect the employees to minimize risk by reducing and preventing the impact of information security threats to GlobalSign, as to protect against loss of confidentiality, integrity, and availability. All GlobalSign employees are held responsible for maintaining the required level of information security within the scope of their job function. The GlobalSign information security framework clearly defines and documents these responsibilities, as well as responsibilities for individual information assets and security processes.

At a minimum, the responsibilities include:

- Using information assets for authorized purposes only.
- Understanding the security classification of information assets and using the information assets accordingly.
- Not disclosing or releasing direct or indirect information assets to any third-party without appropriate authorized management approval.
- Protecting information assets placed in the care of users from misuse, disclosure, theft, and destruction, whether it is by accident or deliberate means.

GlobalSign employees will be required to sign the Acceptable Use Policy that stipulates their responsibilities in terms of information security at the start of their employment and at any time these are updated.

BENEFITS:

- Work with one of the Great Places to Work among top 75 mid-sized companies.
- Meaningful and rewarding work that is performed with integrity.
- A culture of learning in collaboration with great young colleagues and leaders.
- A unique career journey shaped by your talent and curiosity.
- Support and trust to thrive in your career and life.
- Get Insurance against your and immediate family's health.
- Get a Flexible Working Hours environment.
- Vaccinate yourself by reimbursing the cost.
- Make Fun C Friends at Office, Go for outings and yearly off-sites.

APPLICATION PROCESS:

If you satisfy the qualifications described above, find our business compelling, and are committed to exemplifying our "One GlobalSign Way" behaviors consistently, we encourage you to submit your application. Please forward your cover letter and current CV/resume to hr.in@globalsign.com

As you read through, You understand that by continuing to apply for this vacancy, you are agreeing to the processing of your personal data, subject to GlobalSign's [Privacy Policy](#)