

PLACEMENT DRIVE NOTIFICATION

Company	BuyerForesight
Company Type	Information Services
About the Company	<p>Companies selling complex software or services to other businesses (B2B) have a difficult time finding new customers.</p> <p>BuyerForesight was established in 2014 to identify in-market buyers and convert them into qualified sales calls in a non-intrusive way. Now we are translating our expertise in identifying in-market buyers to an Artificial Intelligence platform that will allow us to accelerate this process 10-fold.</p> <p>We build awareness, interest and trust with prospects by starting with the problems you solve, not the stuff you sell.</p> <p>CommonSense Conferences is a BuyerForesight brand focused on conversational conferences and digital programs focused on conversation over presentation.</p> <p>Website: http://www.buyerforesight.com</p>
Job Title	Management Trainee
Job Description	<ul style="list-style-type: none"> • Fetch relevant companies from target industry verticals on a daily basis. • Fetch contacts from those companies who have the relevant titles • Fetch basic business card data of all contacts generated daily • Leverage LinkedIn and other sources to identify and add • Firmographic • Technographic • Social Data • Detailed profile information like • Experience • Roles & Responsibilities • Education • Areas of interest/expertise • Maintain and update all information on CRM/Marketing automation platforms. • Identify key decision makers and form key insights on them. • Achieve and exceed quota of qualified leads. • Understand and use internal sales enablement tools and processes. • Understand outbound prospecting • Understand campaign planning & execution. • Understand prospecting and developing new business <p>Opportunity for you:</p> <ul style="list-style-type: none"> • As a fresh graduate, you'll get an opportunity to work with some fast-paced global technology firms. • You'll get an opportunity to understand critical business issues in key industries in United States & Europe.

	<ul style="list-style-type: none"> You'll be working in high-end technology sales & interacting with highly sophisticated Business to business buyers. You'll be solving real business problems for variety of International industries like Healthcare, Financial services etc. <p>What are you going to do?</p> <ul style="list-style-type: none"> You will understand clients' businesses and their customers. You will understand the industry the client sells to Types of companies in that industry Functional roles in those companies who ultimately make the decision You'll understand why someone in a particular role in a company might be interested in a specific product/service. Generate qualified leads
Job Location	Kolkata / Bangalore
Eligible Degrees	MBA - Marketing
Eligibility Criteria	NA
Desired Skills	NA
Compensation (CTC)	Will be discussed during interview
Selection Process	<ul style="list-style-type: none"> Pre-placement Talk & Company Intro Preliminary Questionnaire (Students will have to answer a few questions listed in the google docs form) (Shortlisted students then move to-) Group Discussion Cognitive assessment 2 Rounds of Personal Interview
Date of Interview	Will be informed later
Venue	Online