



Ref. No: TIAS/TP/Campus/Notice/2023-24/156

Date:30.01.2024

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 31/01/2024.

Link to Apply:- <https://forms.gle/oZyYoaPc3wjxTdFf6>

Company: Yugasa Software Labs

Profile:Business Development Associate

Eligibility: BBA/BAJMC/MBA-2024 Passing Batch

Location: Gurgaon or remote

Salary:- MBA- 2.45lpa

BBA & BA Journalism-1.95lpa

Job Description: Business Development Associate

Role Overview:

As an IT Services Sales at Yugasa Software Labs, you will be a pivotal member of our sales team, responsible for expanding our market presence in North America and Europe. This Job offers a unique opportunity to gain hands-on experience in software services sales and contribute to our growth.

Responsibilities:

- Conduct data mining to identify email addresses and contact numbers from sources such as Google, LinkedIn, ZoomInfo, and others.
- Use data mining to identify potential clients and market trends.
- Enrich existing data with relevant information to enhance prospect profiles.
- Utilize persona-based strategies to identify and target potential clients effectively.
- Maintain a defined target market focus for sales efforts.
- Initiate cold calls and follow-up calls to engage with potential clients.
- Manage and execute email campaigns using industry-standard tools.
- Implement follow-up campaigns to maintain engagement with leads.
- Analyze prospect responses and adapt strategies accordingly.
- Develop and execute personalized 1-1 social media campaigns to increase engagement.

Required Skills

- Excellent communication skills to effectively convey technical information to clients.
- Proficiency in Google Docs for documentation and collaboration.
- Strong capability for data analysis to make informed sales decisions.
- Eagerness to learn the sales process and grow into an end-to-end tech sales leader.
- Passion for sales and a deep understanding of customer needs.
- Ability to interpret customer behavior within the target market.
- Skill in personalizing service offerings based on customer personas and needs.

All the best

Thanks & Regards,



Dr. Nivedita
Head - Training and Placement Cell