

Job Description

Title: Lead Generation Specialist – Inside Sales

Location: Sto Americas Headquarters, Atlanta, GA 30331

Reports to: Vice President, Sales

Purpose:

Sto Corp. (Sto), a global innovation leader of façade insulation (EIFS) and high performance coatings, is seeking a Lead Generation Specialist. The ideal candidate will be responsible for prospecting, qualifying and generating new sales leads to increase and fill the sales opportunity pipeline resulting in the sales of Sto products and systems.

Essential Duties & Responsibilities (includes, but not limited to):

- Identify, track and nurture leads in CRM system that result from inbound inquiries and outbound calls to actively engage with potential customers, elevate their interest, and uncover future opportunities.
- Provide qualified sales leads from various sources to our outside sales team and distributor network.
- Provide a positive customer experience through the fulfillment of requests and promotion of services, products and systems as a Sto brand ambassador. Serve as the initial point of contact for prospective customers. Identify their needs and align it with our value proposition. Customer interaction with business professionals will comprise the majority of the workday.
- Collaborate with sales management and outside sales representatives to research and identify key influencer accounts and target projects ahead of the planning stage.
- Work closely with the marketing team to create lead discovery best practices and optimize processes.
- Perform other duties as assigned.

Knowledge/Skills/Abilities:

- Bachelor's degree in Business, Marketing or related field.
- Minimum 3+ years of experience in inside/outside sales roles in a construction related field or previous related experience that shows the use of skills needed to execute this position successfully.
- Thorough knowledge and understanding of current products and systems, including features, benefits, compatibility, value proposition, and supporting materials.
- Understanding of architectural specification and construction process.
- Strong oral, written, and active listening communication skills are required. Ability to correspond and communicate effectively and professionally.



- Proficiency in current technologies is essential: Microsoft Office Suite (Word, Excel, PowerPoint), CRM (Salesforce.com), online lead and market data sources.
- Self-motivated, proactive and detail oriented with the ability to work both independently without close supervision as well as in a team environment.
- Ability to learn and use new software and systems for managing information.

To Apply:

Submit your resume and cover letter to Jobs@StoCorp.com. Job ID: LGS