

LEAD QUALIFICATION SPECIALIST

Toulouse, Permanent contract, Start date: ASAP

Delair

Delair is one of the world's most experienced provider of drone-based solutions combining its high performance, long range UAV hardware with sophisticated AI-based analytics technology and professional services. We enable enterprises to monitor and digitize their physical assets from the air and turn the collected data into valuable business insights. Our solutions are used globally by customers in industries such as utilities, construction, agriculture, transportation, mining and oil & gas.

By joining Delair, you will participate in what is broadly recognized as the biggest technological paradigm shift of our generation: the digitization of the physical world. The combination of drones, Cloud-based services, AI (Artificial Intelligence) and Machine Learning, makes Delair a pioneer and leader in shaping tomorrow's technology landscape. It is in technical excellence and perpetual innovation that we recognize ourselves. This is why we encourage pioneering ideas and incent our teams to develop their creativity.

As a young, energetic and highly motivated team, we work in a stimulating and pleasant working environment. Dedication and innovation are rewarding and rewarded, giving you a unique opportunity to gain valuable and challenging experience in a rapidly growing business with passionate and easy-going enthusiastic people.

Job description

The Lead Qualification Specialist will be part of the Marketing team and will report to the MarCom Manager. Lead qualification is one of the key activities within the Marketing Team because of the very high volume of incoming leads and the fact that the majority of leads are generated through marketing actions & campaigns. It is also the first line of communication between potential new customers and the sales organization, so the image of our company depends on great communication from the first interaction to the hand-over to the sales team. As a customer-first organization we aim to provide great experiences and being as helpful as possible in the most efficient manner.

The Delair Marketing team is looking for a passionate fast-moving individual who is also a great communicator. Together with the MarCom Manager, the Lead Qualification Specialist will filter all incoming leads and ensure an optimal qualification and scoring before handing over the leads to the sales team.

With the ever-increasing load of incoming leads from all over the world, the Lead Qualification Specialist must be on the constant lookout for ways to improve and automate the lead qualification process. This includes the implementation of processes and workflows within the Delair CRM (Salesforce), as well as automated emails or other digital interactions.

The Lead Qualification process is in perpetual evolution and the constant monitoring and regular reporting on statistics is therefore of high priority and will be a key task for the Lead Qualification Specialist.

The key activities can be summarized as follows:

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- Manage all incoming leads to ensure that they are sufficiently qualified before handing over to the sales team (using Salesforce).
- Communicate with leads that are insufficiently qualified to quickly collect sufficient information to decide on whether to handover to the sales team or perform other actions. There are many new leads per day, so this is a time-consuming task. Focus should be on going as fast as possible while still providing the best possible experience for our potential customers.
- Implement tools and processes to automate the lead qualification as much as possible (includes study of best-practices and benchmark of relevant tools).
- Work with the sales teams to ensure that the lead scoring algorithm is optimized and ensure that the leads are correctly handed over to the sales managers.
- Create automated and regular reports with stats related to the lead qualification, in order to monitor and improve performance and adjust the lead qualification process.
- Work with the Digital Manager to optimize lead entry forms to improve qualification of leads
- Work with the rest of the rest of the marketing team to assist in defining and implementing lead generation campaigns.

Required Skills

We are looking for a skilled and experienced individual, but also a great team player who will work closely with the rest of the Marketing team and other colleagues in the global Delair organization.

Required skills:

- Years of experience in sales, ideally B2B
- Great oral and written communication skills
- Fluent in French and English, additional languages are a plus
- Work experience from France and at least one additional country
- Good understand of technical products and solutions
- Experience with Salesforce Sales Cloud
- Optional: experience with tools such as Clearbit, Pardot, etc.



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