

**Position Title** – Inside Sales/Lead Generation Representative  
**Department** – Sales  
**Location** – Westborough, MA



**Posted** – January 2012

### **Position Description:**

ViryaNet is seeking a highly motivated individual to join our sales team and be directly responsible for uncovering new business for our Sales Executives who are closing deals for our G4 Mobile Workforce Management solution.

This important position will report directly to the Vice President, Sales. The Inside Sales candidate will have previously achieved a record of success helping build new sales pipelines within a global enterprise software company. Working closely with marketing this position will coordinate timely follow up to inbound inquiries (downloads from Web Site, marketing campaigns and follow up from industry events, including eSeminars and trade shows) as well as, execute ongoing outbound calls and prospect nurturing campaigns. The Inside Sales executive will work to map and contact customer targets across a number of vertical industries including, Telecommunication, Utilities, Facilities Engineering/Retail and Medical. The candidate will have the ability to understand and capture a customer's core business processes and its alignment to ViryaNet's message and product functionality. This team member will have the ability to understand and describe how ViryaNet's Mobile Workforce Management (MWFM) solutions and features can address the traditional business issues. The Inside Sales position will work jointly with marketing and direct sales to develop industry penetration strategy resulting in the coordination of initial appointments/calls for a more detailed discovery session with the outside sales team.

### **Responsibilities:**

Duties and responsibilities include, but are not limited to the following:

- Prospect and qualify new sales opportunities through outbound calls
- Help drive interest in ViryaNet events (eSeminars) and conduct follow up assessments
- Maintain a high level of daily, weekly, and monthly prospecting activities including cold calling and email outreach
- Develop and execute territory/industry plans and account penetration strategies with the marketing and field sales team
- Research and profile accounts including mapping company's organizational structure, identifying new contacts, understanding the key business drivers and the competitive landscape within the accounts, as well as qualifying companies for size of opportunity and active projects
- Articulate and personalize the value proposition of an enterprise Mobile Workforce Management solution to executive and IT level stakeholders
- Generate a steady stream of qualified opportunities to meet quarterly quotas and generate pipeline growth
- Track and document all prospecting activities and qualification notes in SFA/CRM tools

**Requirements:**

**The ideal candidate will have:**

- Excellent interpersonal, written, and verbal communication skills will communicate with customers, marketing and field sales.
- Provide timely, effective communication on status of activities, and identify and frame project risks and issues in areas of responsibility.
- Advanced working knowledge of CRM tools (Zoho, SF.com)
- Timely update of material in CRM system
- Prior experience establishing account presence and building trust with key contacts.
- Ability to work in a team environment.
- Enterprise application (field service, CRM, mobile workforce management or supply chain) knowledge a plus.
- A college degree and 5+ years LOB experience preferred, software experience, or inside sales experience.

**ViryaNet Offers** a professional work environment, competitive wages, paid vacation and holidays, a comprehensive benefits package, and excellent growth potential.

**About ViryaNet:**

ViryaNet provides packaged industry solutions that intelligently guide, automate, and optimize both simple and complex field service work, resulting in operational excellence. ViryaNet’s solutions specialize in the functions of scheduling and dispatching resources and enabling mobile field communication. ViryaNet possesses over a 20-year history in the field service space, a vast number of customers across a variety of industries, and strong partnerships with leading platform and system integration companies. Headquartered in Westborough, MA, ViryaNet enjoys a worldwide presence with offices and customers located in North America, Europe, and the Pacific Rim. For more information, visit [www.viryanet.com](http://www.viryanet.com).

Job Title	Inside Sales/Lead Generation Representative
Company Name	ViryaNet
Email	careers@viryanet.com
Website	<a href="http://www.viryanet.com">http://www.viryanet.com</a>
Salary	Commensurate with experience
State	Massachusetts
City\Town	Westborough
Region   Metro Area	Location -> Massachusetts -> MetroWest
Job Type	Job Type -> Full-Time
Category	Category -> Software -> Sales/Inside Sales