



## Lead Generation Specialist Job Description

Program Lead Generation Specialist for Commercial Efficiency Programs

Location: Raynham, MA

Complete Energy Services, based in Raynham, MA is seeking a Lead Generation Specialist to work within our energy efficiency programs and projects in our Massachusetts, Rhode Island and/or New Hampshire territories. The ideal candidate will be part of a team that will identify prospects, decision makers, business or property owners to perform energy conservation assessments and coordinate energy efficiency and demand reduction audits for commercial businesses in the electric utilities service territory as well as work with the utility to achieve aggressive energy reduction goals. This position will report to the Complete Energy Services Program Manager in conducting work.

### Position responsibilities may include:

- Target and contact key decision makers and develop positive relationships to secure new projects opportunities, sales volume, and market share
- Conduct outreach and education to targeted customers and schedule energy efficiency audits
- Conduct door to door and/or outbound calling or and input customer information in Complete Energy Services proprietary CRM database and utilities systems as needed
- Cultivate effective business relationships and communicate full scope of Complete Energy Services solutions and services to meet customer energy savings requirements
- Sign-up multiple businesses per day in order to hit monthly markers of successful scheduled audits
- Explain audit process to customers and effectively schedule audits
- Timely reporting of weekly activities and audit scheduling results
- Represent Complete Energy Services in a professional manner at all times when interacting with customers, suppliers or contractors
- Support customers with the highest level of service and respect
- Manage a professional work environment and reputation reflective of Complete Energy Services's standards
- Adhere to company policies and procedures



- Develop thorough knowledge of energy industry, structure, trends, and issues to ensure full discovery and understanding of customer's primary business objectives and requirements
- Monitor account plan progress, including market conditions, customer needs, competitive activity and provide progress and execution updates
- Seek internal technical project guidance to ensure achievement of customer satisfaction
- Additional activities and responsibilities as necessary

## Qualifications to include:

- Strong direct customer contact skills
- 2+ years progressive experience marketing door to door and telemarketing.
  - Energy efficiency and renewable technology solutions experience a strong plus.
- Ability to communicate technical and energy efficiency information in a simple manner
- Proven and successful track record in securing acceptance of benefit offerings from business owners/top-level management
- Ability to identify customer needs, effectively communicates solution offerings, and position company as top choice provider
- Highly effective and successful lead generation, sales negotiation and closing techniques
- Active participation with local and regional customer-focused, professional, and industry associations
- Excellent verbal, written, computer, interpersonal, and technical communication and presentation skills
- Demonstrated business sales development, cultivation, and relationship management skills a plus
- Strong organizational skills with ability to manage multiple priorities and business relationships
- U.S. Citizenship or U.S. Permanent Resident status as well as a valid Drivers License issued by state of residences and in good standing required
- Required to pass background and drug testing for employment
- May be required to pass security clearance investigation