

# **ClearTax**

## **Sales Development Representative**

### **About ClearTax -**

ClearTax (<https://cleartax.in>) is India's largest and fastest growing Tax Website, used by over 10 Lakh Indians and thousands of businesses. Economic Times has ranked us as the best tax filing website in India.

ClearTax makes software that simplifies financial lives for crores of Indians - from the salaried employees to CAs to Small firms to big Enterprises. Our major products are ITR filing, GST Software, Mutual Funds, etc.

As a fintech startup, we are building the most innovative financial products for millions of Indian and lakhs of enterprises. This is your opportunity to be part of an adventurous journey.

### **Job Description (SDR)**

- Work closely with the sales team in identifying the target market, target accounts, and services to be covered in the business development (lead generation) activity
- Plan and oversee segment and account level research and map the account, identify potential clients, identify key needs
- Oversee contact database management – Data sourcing, Contact qualification, classification, communication, and regular updates
- Plan out sales development campaigns with the head of field marketing including email and calling campaign plan, lead qualification follow-up and nurturing
- Oversee calling, lead qualification and handover to sales tracking and reporting on CRM
- Generate leads using online sources, databases, calling, email and social media networking
- Research and develop a prospect list using LinkedIn and Web search
- Appointment setting on our GST product for City sales teams with CFOs, CEOs, and Managers
- Report weekly activity and log all lead related data in CRM
- Pipeline reporting and tracking from lead to the pursuit of closure

**Desired Candidate Profile -**

- Experience: 0-1 year/ Freshers
- Past internship experience in Lead generation / Business Development / Market Research is a bonus
- Must be proficient in Microsoft Office/Excel/Google Sheets
- Go-Getter with Strong focus on driving sales
- Willing to learn and work in a startup
- Ability to work in a goal-oriented environment under pressure
- Strong interpersonal, written, and communication skills
- Candidate should be proficient in speaking Hindi, English and specific regional languages like:
  - Marathi/Tamil/Kannada/Telugu/Bengali
- Work Location - Bangalore