



Wettermanufaktur

Position: B2B Lead Generation Specialist (m/w/d)

- Remote OK
- Full-time, part-time optional
- Sales

This is Wettermanufaktur

Wettermanufaktur is a Berlin-based privately held weather forecasting company that provides actionable weather insights, helping B2B customers build a safer, more productive and sustainable world. Since the company was founded in 2018, it has enjoyed a very successful growth, enabling to serve customers around the world with the most accurate forecast available in the market. Our current team consists of experienced meteorologists, data scientists, developers and salespersons working together on big data weather solutions for the mobility, energy, agricultural and media markets.

B2B Lead Generation Specialist

We are currently looking for a B2B Lead Generation Specialist to join our team in Berlin. In an intensive onboarding period we will prepare you for your role where you will learn all about the world of B2B weather solutions and the unique weather forecasting system we provide. Once you are ready you will be prospecting, qualifying and generating new leads to support our sales team.

What you 'll do

- Source and generate leads for sales (prospect qualification, scheduling (web) meetings, meeting tracking, product and solutions presentation)
- Develop new business via telephone, email and social media to introduce the company's services and identify prospects within the target market.
- Use a CRM tool (Zoho) to track daily activity in terms of prospecting and opportunity management.
- Work closely with the sales team to ensure they achieve their business goals
- Prepare and analyze lead pipeline reports and dashboards

About you

- You are a self-starter able to identify and develop new business prospects from multiple sources
- You can multi-task, prioritize, and manage time effectively
- You are confident, assertive, flexible, team-orientated and professional
- You are energetic, creative, innovative and working proactively at a fast pace



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Minimum qualifications

- Minimum of 2 years experience in building B2B relationships
- Excellent verbal and written communication skills in German and English language, other languages are plus
- Meticulous note taker and guardian of CRM records
- Excellent presentation skills and the ability to effectively articulate our solution's value proposition as part of an overall business solution
- Proficient in MS Office products (Excel, Word, MS Outlook, MS PowerPoint)
- Deep knowledge of LinkedIn and Xing platform
- Familiarity with using tools such as LinkedIn Navigator, CRM (Zoho Campaigns) or other software
- Basic knowledge of sales principles, methods and techniques and willing to learn and apply innovative presales and marketing techniques

What we offer

- Competitive salary and conditions
- Performance bonuses in the range of 5% to 50% on base annual gross salary
- Opportunity to participate in our stock option plan
- Focus on personal development and growth through mentoring and training
- Working in a multicultural flat organizational structure with an open and informal atmosphere
- Working in the global market with respectable companies
- Use of our office in Berlin

Ready to meet us?

If you are excited about this role, apply by sending an email to kontakt@wettermanufaktur.de. We can't wait to meet you!