



**Guru Gobind Singh Indraprastha University**  
“A State University established by the Govt. Of NCT Delhi”  
Sector 16-C, Dwarka, New Delhi – 110078



F. No.: GGSIPU/CCGPC/2023/ 817

8<sup>th</sup> December 2023

**Sub. Placement opportunity for students of GGSIP University of the batch passing out in year 2024 in the company “LeadSquared”.**

Dear Placement Officer,

Greetings from CCGPC, GGSIPU!!!

Please find below details of Placement opportunity for students of GGSIP University of the batch passing out in year 2024 in the company “LeadSquared” for your reference and circulation to students to apply on given link by **10<sup>th</sup> December 2023**:

**Registration Link – <https://forms.gle/ThZxWRGU1f2LTqiH6>**

**Name of Company – LeadSquared**

**Position – Sales Development Representative Intern**

- 6 months Internship followed by FTE opportunity on the basis of performance
- Stipend: INR 20,000 per month
- CTC after Full time conversion: 7.15 LPA (5.5L Fixed + 1.65L Variable)
- Location: Bengaluru (WFO – 5 day work week)
- Qualification : Graduates and Post-graduates (Any background, sales inclined)

Expected on boarding: Jan 2024

**LAST DATE FOR REGISTRATION IS 10<sup>th</sup> December 2023.**

**(Dr. Nisha Singh)**  
Training and Placement Officer,  
CCGPC, GGSIP University

**About Company - LeadSquared** is a Sales Automation SaaS platform, helping 2000+ organizations globally to drive sales efficiency at scale. LeadSquared has built a global, best-in-class CRM platform that takes away the guesswork from sales execution and makes efficiency the focus of every customer interaction, no matter how complex the customer journey. We are India's 103rd Unicorn Startup and scaling up at a rapid pace.



## Sales Development Representative Intern

**Location: Bangalore(Work from office)**

### **About LeadSquared:**

One of the fastest-growing SaaS companies in the CRM space, LeadSquared empowers organizations with the power of automation. More than 1700 customers with 2 lakhs+ users across the globe utilize the LeadSquared platform to automate their sales and marketing processes and run high-velocity sales at scale.

We are backed by prominent investors such as Stakeboat Capital, and Gaja Capital to name a few. In our latest round of Series C Funding from WestBridge Capital, we secured \$153mn, making us India's 103rd Unicorn! We are expanding rapidly and our 1400+ strong and still growing workforce is spread across India, the U.S, the Middle East, ASEAN, ANZ, and South Africa.

- Among Top 50 fastest growing tech companies in India as per Deloitte Fast 50 programs
- We have won the National Startup Award 2021 and got recognized by DPIIT, under the Enterprise Software Category.
- In the last few years, we have been recognized multiple times by G2 as a High Performer in the Enterprise category.
- We have been included in the prestigious Economic Times' India's Growth Champions list and among the Top 100 fastest-growing companies in FT 1000: High-Growth Companies Asia-Pacific
- Frost and Sullivan's 2019 Marketing Automation Company of the Year award
- Listed as Top Rates Product on G2Crowd, GetApp and TrustRadius

### **Sales @ LeadSquared:**

At LeadSquared, we love fearless Sales Rainmakers. "Hustle, Work, Repeat" is something we live by in sales. Your success is directly proportional to the responsibility you hold. If you are curious to learn about the business, thrive to be better every single day, have a scaling attitude in your DNA, have the zeal to drive your team to success and love enjoying the exciting perks that come along, we look forward to onboarding you. What better way to earn?!



## About the Role:

We believe in innovating the customer experience to achieve business success, which is why many of our customers rely only on LeadSquared as their central marketing and sales system. We are expanding fast, as a product, and as a company and to support that expansion we are seeking a passionate and energetic Sales Development Representative (SDR) who loves selling to North American prospects. This position is an integral part of the new business sales team and initiates the relationship between LeadSquared and prospective customers.

As a Sales Development Representative, you will be our prospective clients' first point of contact. With training and skill development activities, you'll be mentored to drive meaningful conversations and help our customers drive their business. The ideal candidate for this role is a highly motivated, curious, self-starter, able to identify and develop leads and opportunities from multiple sources including prospect lists, social selling, and individual research. Successful SDRs have moved into almost every department in the company, and most often continue their careers on our sales or account management teams.

If you are curious to learn about the business, have the zeal to drive your team to success, and love enjoying the perks that come along, we look forward to onboarding you.

## So, what will you be doing?

- Conducting outbound telemarketing activities towards targeted accounts, prospect lists, and other call campaigns.
- Building and cultivating customer relationships by initiating communications and conducting follow-up qualifications to move new business opportunities into the sales funnel.
- Performing initial needs assessment and identifying prospects' pain points to determine how LeadSquared's solutions could address those needs.
- Developing and increasing industry/product knowledge and acumen to position LeadSquared's value proposition to multiple vertical segments.
- Actively participating in trade show/event planning to secure attendees and maximize prospect meetings for the Sales team.
- Conducting research to expand the prospect list using tools like ZoomInfo, LinkedIn, and other methods.
- Maintaining accurate records of all activities in CRM and promoting database clean-up and hygiene through regular and ongoing maintenance activities
- Accountable for meeting or exceeding monthly qualified objectives and quotas.



### **Key Requirements:**

- Go-getter
- Strong presentation and communication skills (verbal, written, and active listening)
- A dynamic “hunter” personality with a drive to reach decision-makers is essential
- Team-oriented with the ability to succeed in an ever-changing, entrepreneurial environment
- And a handful of curiosity and passion

### **Why Should You Apply?**

- Fast paced environment
- Accelerated Growth & Rewards
- Easily approachable management
- Work with the best minds and industry leaders
- Flexible work timings

### **Interested?**

If this role sounds like you, then apply with us! You have plenty of room for growth at LeadSquared.