



Logistics that empowers

## Sales Associate LSP



# About Freight Tiger and the Opportunity

Freight Tiger has built India's largest unified freight network, which combines offline with digital to build an intelligent ecosystem for the logistics industry. This is revolutionary for a supply chain that is traditionally fragmented, offline, and time-intensive. As India aims to bring down logistics costs from over 14% to under 10% of GDP, Freight Tiger is positioned to be at the forefront of this ambitious endeavor.

Have you ever wanted to lead the success of a cutting-edge product that will change the very nature of an industry? We are looking for a top-of-class Product & Growth Marketing Lead to fuel our growth as we scale rapidly. This role is for those who like an open canvas to do their best work; we love off-the-wall ideas and are waiting to let you run with them.

Freight Tiger uses unique technology to solve operational problems for all stakeholders in the supply chain, from large-scale producers to individual drivers. It is truly neutral, which is virtually unheard of in the logistics industry. This will give you the opportunity to strategize for a vast variety of customers across a diverse range of product offerings. If you've always wanted to push your creative limits, this is the place for you.

What we need from you: deal well with ambiguity, resilience and grit, passion to market and position B2B technology products, and most importantly, lots of drive. What you'll get in return: a seat at the table at a growth-stage tech start-up with a brilliant team and massive potential.

Website: [www.freighttiger.com](http://www.freighttiger.com)

Email: [hr@freighttiger.com](mailto:hr@freighttiger.com)

# The Nitty-Gritties

Location: Mumbai

## About the Role:

As a **Sales Associate**, you will be the first point of contact for the customer and the face of Freight Tiger. This is a pivotal role with a fusion of sales and marketing. You will be responsible to create the pipeline deals by reaching out and engaging with relevant personas at the customer organizations. You will nurture early stage communication with all prospects to steer them into a sales meeting and engagement.

The key responsibilities of your role would be:

- Own the pipeline creation - Create more opportunities/deals for sales team to engage through outbound, inbound and nurturing channels
- Build an in-depth understanding of our offerings and how they add value to the customer
- Actively engage with prospects by sharing product information, probing requirements and responding to their queries to create new opportunities
- Participate in industry forums, product conferences & online forums to evangelise our products & solutions
- Standardise qualification process - Qualify all leads before they become opportunity/deals in a predictive and repetitive process
- Create opportunities across all channels:
  - Outbound:
    - Identify relevant industries to pitch Freight Tiger's value proposition
    - Target specific personas in companies under the identified industries

- Pitch Freight Tiger's value proposition across all channels – social media, email and phone calls
- o Inbound:
  - Process every lead promptly and take it to a point where sales executive can engage and meet the customer
- o Nurturing:
  - For older leads and opportunities, re-engage at a regular frequency and create opportunities through nurturing accounts and relationships
- Collaborate with extended teams:
  - o Work with marketing/communications team to create and execute sales campaigns
  - o Collaborate with sales & marketing teams to identify & execute new approaches to lead generation
  - o Provide feedback to the product team on the key industry challenges identified during the qualification process
- Reporting:
  - o Maintain CRM as the repository of all information on accounts and engagement with customers
  - o Visibility and reporting for Sales Qualified Leads (SQL) and pipeline accounts

## Preferred qualifications/skills:

- Ability to prospect via calls, email, and other channels like LinkedIn.
- Excellent verbal and written communication skills.
- Have expert knowledge of the B2B buying process
- Believes in understanding the market, buyer personas, solving challenges by positioning Freight Tiger's offerings.

- Strong work ethic and eagerness to learn and make new connections
- Strong customer orientation with ability to deliver assigned targets
- You are intellectually curious, easily grasp new products and solutions, and bring the spirit of innovation to your customers.
- Prior experience or strong inclination of working in a start-up. You should be comfortable with ambiguity and ready to work in a fast-paced environment
- Preferred qualifications:
  - A track record of at least one year as an SDR in the B2B enterprise software segment
  - Understanding of Logistics domain will be an added advantage

**We offer a competitive salary, equity, and a quality health insurance plan.**

