Market Mantra

What is a career in technology lead generation and sales force effectiveness measurement all about? (Could you give a perspective of the industry)?
Lead Generation is a very important function of any business. That translates into a huge opportunity for most people that exhibit skills and promise in this field. One may do lead generation for an IT Industry with a B2B approach, one may choose to be a part of the lead generation process for education, hospitality industry etc. Depending on the industry one may choose to represent or work with – the career path may differ.

In my opinion, the lead generation as a career has best prospects in an IT Industry. The people can grow into an Inside Sales Professional, Field Sales People and even Technical Experts given their education background.

What are the new trends? (Upcoming Trends)
There is a wave that I for see in a growing need for professionals who can do Lead Evaluation, Quality Assurance, Sales Effectiveness Measurement for companies.

What is the industry status? (Could you give a few statistics)?
I am afraid that I cannot share any status as no proper study that I am aware of, has been done yet. However, I can most certainly tell you that the demand for a lead generation specialist is increasing as Tele- Calling Model is being adapted by most IT companies to reach out to their customers and end –users thus increasing the jobs and needs for lead generation professionals by a huge number.

What are the growth areas? (Futuristic perspective)
We hope to see growth in the IT Sector, Education, Hospitality and Healthcare.

What is the expected remuneration? (Range that a fresher can expect in the industry)
A fresher with a decent IT education can expect to start with anywhere from 2 Lakhs per Annum to about 2.5 Lakhs per Annum. Also, since a lot of these positions are treated as sales positions - there can be ample bonus and incentive structures built in to increase the take home for any candidate.

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