

Job Title: Sales - Lead Generation Specialist – Optimum Results

About the Company:

Optimum Results Ltd, established in 1995, is a Dundalk-based company specialising in business performance improvement through management and staff skills development. Over the past 30 years, we have partnered with more than 22,000 clients across 21 countries, delivering bespoke training programmes tailored to enhance organisational effectiveness.

Our core services include:

- **Management Development:** Leadership and managerial training
- **Business Strategy and Growth:** Consultancy for strategic planning and expansion
- **People Management & Development:** HR and employee development solutions
- **Online Learning:** Custom eLearning content and instant training modules

We are renowned for its client-centric approach, working closely with organisations to understand their unique challenges and needs. Our diverse client base includes well-known organisations such as Skillnet Ireland, Local Enterprise Offices, Enterprise Ireland, Dublin City Council, and Aramex to name but a few. Over the years, Optimum Results has earned multiple industry recognitions, including being named the All-Star SME Management Skills Development Company (2021 - 2025) by the All-Ireland Business Foundation. Furthermore, three of our training programmes have been acknowledged as "International Best Practice" by the European Training Foundation, and we hold ISO 9001:2015 certification, demonstrating our commitment to high-quality standards.

To learn more about our services, visit www.optimumresults.ie

What You'll Do:

We are seeking a motivated and results-driven **Sales - Lead Generation Specialist** to help identify and qualify potential customers for our business. You will research, engage, and nurture leads through various channels to generate sales opportunities. Working closely with the sales and marketing teams, you will contribute to building a strong pipeline of high-quality prospects.

Responsibilities:

- Research and identify potential leads using a range of tools, databases, and social media platforms.
- Qualify inbound and outbound leads through calls, emails, and online interactions.
- Develop targeted lead lists and execute outreach strategies to generate interest.
- Maintain and update CRM systems with lead details, interactions, and progress.
- Collaborate with the sales team to schedule meetings and hand over qualified leads.
- Analyse lead generation performance and optimise strategies for better results.
- Address customer questions and concerns, providing appropriate solutions.
- Stay informed about industry trends, product developments, and competitors' activities.
- Participate in team meetings, sharing insights and best practices.
- Collaborate with other departments (marketing, customer service, operations) to ensure customer satisfaction.

The **Lead Generation Specialist** will report to the **Head of Sales & Marketing** and work closely with the Senior Management Team and other members of the Sales & Marketing Team as well as the Operations Teams.

Role Requirements:

- Proven experience in lead generation, sales, or business development (an advantage, but not essential).
- A good understanding of selling training services (an advantage, but not essential).
- Strong communication and interpersonal skills.
- Ability to research and identify potential clients using digital tools.
- Excellent time management and organisational skills.
- Experience using CRM systems (an advantage, but not essential).
- Proficient in Outlook, Excel, Word, and PowerPoint.

Personal Qualities:

- Strong team player with the ability to work independently.
- Self-motivated and results-focused.
- Excellent communication and interpersonal skills.
- Outgoing, energetic, and enthusiastic personality.
- Passionate about your job and eager to make an impact.
- Resilient and confident in objection handling.
- Exceptional time management and organisational abilities.
- Ambitious, innovative, and creative.
- Professional and dedicated with a positive attitude.

Benefits:

- Flexible working hours & flexible breaks.
- Hybrid working available after probation.
- A culture that values care and teamwork.
- Opportunities for progression through internal training, learning, and development.
- Annual performance-related bonus.
- Free on-site parking.
- Fun team activities and plenty of opportunities to connect.
- Other perks include a smart/casual dress code, promoting work/life balance, and kitchen facilities (coffee is on us!).

Application: To apply, please complete the online application.

[Click here to apply](#)

Closing Date: March 28th 2025