

IVEDA

Campus Recruitment – 2015 Batch

Company Profile

IVEDA is a Marketing Intelligence firm , specializing in gathering Information , capturing Insights and creating Intelligence to identify and profile Prospective Buyers and influence their “Buy Behaviour”.

IVEDA provides Clients with Information, Insight and Intelligence on Markets and Opportunities to ensure a qualitative engagement with prospective Customers. A strong conviction that a common on-ground engagement strategy cannot be adopted to address all opportunities with the assumption that they are in a similar homogenous environment, IVEDA provides a closer understanding of the Prospects business to bridge the gap between the Seller and Buyer; which helps the Client Sales Team better the “Touch” while ensuring effective opportunity engagement.

Core Offering

IVEDA offers custom Marketing Intelligence solutions aimed to reduce the gap between Marketing and Sales , thru a concerted Sales Centric Marketing Approach by aligning “Mature Opportunities” while incubating the rest.

Website	-	www.iveda-india.com
Date, Time & Venue	-	Will be informed through mail
Eligibility	-	B.Tech CS / IT 60% throughout

Marketing Analyst , where we hire fresheners/ Experience (1-2 years and pursuing Post Graduation) whose role is to identify the need (In-depth Profiling) for a Technology Solution in a B2B environment thru primary & secondary research .

Package	-	1.8 lacs to Rs 2.40 Lacs to be revised to Rs 3.20 Lacs per annum , after Probation(basis performance)
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Location	-	IVEDA India , is located within JSSATE- STEP , C20/1 -Sector 62, Noida.
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Key Responsibility Area's

As an Inside Sales Consultant they will act as the first contact for Prospects interaction to understand the Need for specific Technologies in their Business environment.

- They will be responsible for Customer Acquisition and qualifying prospects via marketing campaign activities.
- They will run campaigns targeted at various LOB/ industry verticals and produce quality sales engagement opportunities for a direct sales connect.

- They will be responsible for managing the pipeline created and will also have to create and maintain a database of potential customers.

Role

Engage as a Subject Matter Expert for Technology mapping of Functional Departments to scope & assess current technology deployed, pain points in business & technology acquisition needs.

1. Engage with IT Head to understand the current technology deployed and business applications used in organization
2. Profile the account to identify any gaps in current Technology deployed
3. Identification of Technology Needs, Pain Points & Opportunities from Functional Heads, basis challenges faced in day to day business functioning
4. Business Opportunities to be identify for Solutions developed on Enterprise Solution Platform.
5. Create relevance between the Challenges faced in the Prospects business and the Advantage / or Offering of the Solution, bridge the gap between the Product and Service(Usage) as a Subject Matter Expert

How to Apply?

1. Interested and Eligible students need to apply on the link given below before **4:00 pm, 23rd July 2015**
https://docs.google.com/forms/d/16ZpQQaOx2XUZrKrwbaT_8UoMh8gqYd37LypZ51puWy8/viewform?c=0&w=1&usp=mail_form_link
2. **Once applied students cannot back out from the process or else he / she will be debarred from all future placement opportunities.**

Best Wishes

Prof. (Dr.) Ajay Rana

Director