



## TOBA - Inside Sales

### TOBA HR... Say what?

TOBA is a Belgian company that offers intelligent and intuitive software solutions for workforce planning, where we ensure optimal resource utilization, seamlessly combined with employee satisfaction and well-being, and a smooth flow of payroll data to the payroll administration.

We are "a solid partner for flexible solutions". Our mission is to be a reliable partner who thinks along with our customers and who tailors their software flexibly such that it works for them. We do this with a team of dedicated professionals who care for each other and for our customers.

TOBA consists of a very close team of +/- 50 employees in which cooperation is the key to our success. To complete our dream team, we are looking for an **Inside Sales**.

### What's the job?

As a hunting-oriented **Inside Sales** for a market-leading company offering a fully integrated solution for workforce planning, time recording and absence management, you will be responsible for prospecting for new customers, develop business opportunities and increase company revenues. This role requires expertise in active prospecting, communication and in-depth knowledge of the solutions and services offered. In addition, marketing skills will be a major asset to carry out digital campaigns, analyze the results and collaborate with the sales team to achieve the set objectives.

#### **Prospecting and acquiring customers**

- Identify and target new French-speaking prospects in Brussels and Wallonia via a variety of channels.
- Carry out prospecting actions such as cold calling, emails, presentations and remote meetings to generate interest and qualify leads.

#### **Execution of the commercial strategy**

- Analyze the needs of prospects according to the sector in order to contribute to the implementation of the commercial strategy.
- Execute lead generation campaigns via different channels including telephone.
- Generate and track qualified leads.
- Effectively use lead management tools and CRM software to track and

maintain the lead pipeline.

- Ensure regular follow-up with qualified leads in order to maintain their interest and convert them into sales opportunities.

### **Collaboration with the Sales Team**

- Efficiently transfer qualified leads to the sales team, providing detailed information to facilitate conversion to sales.

### **Implementation of marketing skills**

- Understand market trends and participate in the development of relevant marketing content to support the sales effort.
- Participate in data collection and analysis to refine marketing strategies and maximize business opportunities.

### **Monitoring and reporting**

- Maintain regular monitoring of sales activities and performance, documenting progress on CRM Identify areas for improvement.

This role offers a unique opportunity to combine sales skills with a deep understanding of marketing to maximize results.

If you are passionate about prospecting new clients and detecting opportunities, this position is for you.

## **Who are you?**

- Affinity for the HR solutions offered by Toba HR Demonstrated or unproven sales experience, preferably in an active prospecting or hunting sales role.
- Strong written and verbal communication skills Marketing knowledge to execute sales strategies and contribute to lead generation.
- Ability to work independently and achieve set goals.
- Mastery of sales tracking tools and CRM software.
- Analytical skills to interpret market data and trends.
- Ability to communicate in French and Dutch Ability to work in a team Ability to generate innovative ideas and translate them into concrete action.

## **What's in it for you?**

We offer you a salary package with a gross salary tailored to your experience with great extra-legal benefits such as a company car with fuel or charging card, a fixed (net) allowance, smartphone with subscription, hospitalization and group insurance, meal vouchers, home office after training period, an extra day of leave for your birthday and an end-of-year bonus.

You get the opportunity to be part of and play an important role in a company in full growth. We offer a stimulating working environment in which you can develop your skills and where there is room for personal growth.

We provide coffee during an introductory meeting, so that we can convince each other.

We look forward to meeting you!

<https://www.tobahrsolutions.be/>