

DAISY BUSINESS SOLUTIONS

Business Generator (Lead Generation Specialist)

Arcadia, Pretoria · Permanent · Sales / Business Development

Multiple
POSITIONS

Arcadia, Pretoria
LOCATION

Sales / BD
DIVISION

Permanent
TYPE

About the Role

Every big deal starts with a conversation — and as a Business Generator at Daisy, you start them. You'll be the first voice our prospective B2B clients hear: picking up the phone, reaching the real decision-makers, and turning cold contacts into qualified appointments for our sales team. It's fast-paced, target-driven work, and the rewards match the effort — with uncapped commission, the more qualified appointments you set, the more you earn.

This is not "just a calling role". You'll represent one of South Africa's leading ICT and business solutions companies, with a broad portfolio spanning Telco, Connectivity, Office Automation, Security and Managed IT. We're growing our business development team in Pretoria and hiring multiple go-getters who are competitive, resilient and ready to start now. For the right person, this is a launchpad into a full sales career.

Uncapped Earnings

Market-related basic plus uncapped commission. Top performers significantly exceed their base package — your hustle sets the ceiling.

A Real Launchpad

A clear path into Sales Executive, Account Manager and Business Development roles within Daisy. Perform here, and you move up.

Backed From Day One

Full product and systems onboarding, CRM and sales-tools training, and ongoing coaching from our sales leadership team.

What You'll Do

- Run high-volume outbound cold-calling campaigns to prospective B2B clients across our target markets
- Identify and engage decision-makers, qualify leads, and build a strong pipeline of interested prospects
- Book appointments and product demos, and hand them off seamlessly to the sales team
- Keep accurate, up-to-date records of every call, conversation and outcome in the CRM
- Follow up consistently with leads to keep momentum and cadence in the pipeline
- Work with sales and marketing to sharpen outreach messaging and strategy

What You'll Bring

Experience

- Proven experience in cold calling, telemarketing or lead generation (1+ years preferred)
- A track record of meeting or exceeding activity and sales targets
- Experience in a B2B sales environment is highly advantageous

Skills & Competencies

- Exceptional verbal communication and active listening skills
- Confident and persuasive, with the ability to handle objections professionally
- Resilient and persistent — you bounce back quickly from rejection
- Self-motivated, with a genuine competitive drive
- Strong organisational and time management abilities
- Comfortable working with CRM systems and sales tools
- A basic understanding of sales processes and pipeline management
- Afrikaans Speaking

Qualifications

- Matric (essential)
- A sales, marketing or business qualification is advantageous

Success in Your First 6 Months

- You're consistently meeting or exceeding your weekly activity targets for calls and qualified appointments set
- You've mastered the CRM and your records are accurate and up to date
- You've built a reliable pipeline that is contributing to closed deals
- The sales team actively requests your leads because of the quality and accuracy of your hand-offs
- You handle objections with confidence and are recognised as a top contributor to the team

Your Career Path

1. Business Generator → 2. Sales Executive → 3. Account Manager → 4. Business Development Manager

Life at Daisy

At Daisy, we celebrate wins — loudly. Our sales teams are supportive, high-energy and driven, and we invest in the people who bring that energy every day. You'll get the training, coaching and tools to perform from day one, plus exposure to a broad, exciting product portfolio across Telco, Connectivity, Office Automation, Security and Managed IT. High performers here don't stay put for long: this role is a launchpad, not a ceiling.

Role Details

Job Title	Business Generator (Lead Generation Specialist)
Division	Sales / Business Development
Location	Arcadia, Pretoria
Reports To	Regional Sales Manager
Employment Type	Permanent
Number of Positions	Multiple
Salary	Market related — competitive and commensurate with experience, plus uncapped commission
HR Contact	hr-gp@daisy.co.za 011 244 5000

Ready to Apply?

Send your CV to hr-gp@daisy.co.za or call 011 244 5000.
Daisy Business Solutions is an equal opportunity employer.