

Outbound Sales + Lead Generation Specialist (US Market)

Type: Full-time · **Location:** Remote, North Macedonia · **Hours:** 9:00 AM–5:00 PM US Eastern (3:00 PM–11:00 PM Skopje) · **Compensation:** \$1,000-\$1,800

About the role

Restaurantware helps the foodservice world — restaurants, hotels, caterers — do their work beautifully. We carry 19,000+ products across sustainable, quality-led ranges, including our own brands: Restpresso, Asporto, Bambuddha, Pulp Safe, Bento Tek, and Panificio. Most of our customers are in the US.

You're the first voice a prospective customer hears. You'll run a short introductory call from a script we've tested and refined, and when there's a real fit, you'll hand that prospect to one of our regional sales managers — who takes it from there, digs into their specific needs, and gets samples into their hands.

You're not closing the sale. You're opening the door and passing along a warm, well-qualified conversation, which is the part that makes everything after it possible. We measure meetings that happen, not meetings booked, and we pay the same way: base salary plus an uncapped bonus for every meeting you book that the prospect shows up to. Book well, earn well — there's no ceiling on it.

Where this can go

For the right person, this is a starting point rather than a destination. Our regional sales managers are the ones who carry these conversations forward, and the strongest among them know the pitch cold because they made it themselves, hundreds of times. If you qualify well, stay steady through a no, and consistently hand over meetings that convert, a regional sales manager seat — fully remote — is a path we'd much rather promote into than hire for. We like growing people here.

A few practical notes

This is a phone and video role, so you'll be talking to people all day. Not every call turns into a meeting, and the people who thrive here stay warm and curious through the ones that don't. The script stays as written while you're learning it, and once you've got it down, you'll earn room to make it your own. The day follows US Eastern hours.

If you read all that and thought "that's me" — we'd like to meet you.

What you'll do

Outreach

- Call, email, and host introductory video meetings with American foodservice businesses that do not yet know us — independent restaurants, hotel groups, caterers.
- Run the introductory conversation to a tested script: who we are, what we supply, and a few qualifying questions.
- Book a specific date and time with a regional sales manager, confirm it in writing, and make sure it holds.

List building

- Use our lead generation tools to identify businesses that fit our customer profile.
- Find the person who actually makes purchasing decisions and verify their details before you dial.

Handover and records

- Write up what each call turned up — what they buy, what they are unhappy with, what they asked about — so the sales manager walks in informed.
- Log every call, outcome, and next step in HubSpot the same day.

Market feedback

- Report which segments answer, which openings work, and which lists are not worth calling. You will know this weeks before anyone else in the business does.

What we're looking for

- Experience in outbound sales, telesales, appointment setting, lead generation, or a call center serving English-speaking customers
- Fluent, confident spoken English — easily understood by American buyers, and able to follow a fast or distracted speaker
- Resilience; you recover from a bad call without carrying it into the next one
- Coachability — you will listen back to your own calls and be told what to change
- Organization and follow-through; doing what you said you would, when you said you would, is most of the job
- Resourcefulness — given a company name, you can find the person who runs purchasing
- Comfort with a CRM (we use HubSpot) and the ability to pick up new tools quickly
- Availability to work 3:00 PM to 11:00 PM Skopje time, Monday to Friday

Helpful but not required: experience selling to restaurants, hotels, or catering; foodservice, hospitality, or wholesale background; experience with US clients; HubSpot specifically; familiarity with lead generation tools such as LinkedIn Sales Navigator, Apollo, or ZoomInfo.

How to apply

Send your resume with a short note answering one question: tell us about a time someone told you no, and you turned it into a next step. What did you actually say? We will weigh that answer more heavily than a cover letter.