



Telemarketing Agent

Purpose

As an outbound telephone based role, the Telemarketing Consultant is pivotal to the revenue growth and strategic expansion of our business in SMB market segment. Their objectives will be to contact SMB customers across a variety of sectors, establishing key IT decision maker contacts and influencers, to identify new business opportunities. This role requires a professional individual with a high level of skill in selling and influencing contacts within an organisation. The role will be primarily focused on outbound calling.

Reporting Line

This person will report into the Team Manager

Team Information

The Telemarketing team is responsible for generating leads for an extensive range of products and services. It is an integral part of the sales process within Inside Sales, as it provides our sales team with leads that will be converted to dollar value opportunities. Through the use of effective profiling and questioning techniques, you will identify customer's requirements for specific solutions. You will work closely with marketing on specifically targeted campaigns, and will be responsible for ensuring their messaging is communicated to customers accurately and efficiently.

Responsibilities

- Lead Generation – Proactively follow up Marketing Campaigns and Drive awareness and interest generating potential opportunities from new and existing customers.
- Account Profiling – Analyse and map existing and new customers to identify key contacts, purchasing processes and decision makers within an organisation (often across multiple locations / subsidiaries)
- Event Management – Identify potentially interested parties in strategic events to maximise delegate attendance. Follow up post-Event to determine delegate interest and identify sales opportunities
- Data Enhancement - Maintain and build accurate and insightful customer records on CRM database, capturing key contacts within an organisation and updating customer install base and profile
- Target Achievement – Revenue target, Talk Time, Lead Generation, Sales and Conversion Rate
- Work closely with the HP Sales teams to grow revenue and ensure marketing generated pipeline targets are achieved.
- Perform outbound Telemarketing activity on targeted data lists, targeting both new & existing customers.
- Handle inbound calls triggered by media campaigns
- Qualification of event or third party leads for hand off to sales
- Continual update of customer profile information on internal CRM database

- Driving registrations and confirm attendance at HP events skills

Type	Description
Knowledge	<ul style="list-style-type: none"> ➤ IT Literate, particularly in excel ➤ Reasonable working knowledge of the IT industry
Personal	<ul style="list-style-type: none"> ➤ Outgoing personality ➤ Tenacious ➤ Personal confidence and motivation ➤ Target and revenue driven ➤ Able to demonstrate strong written and oral skills within a customer environment ➤ Able to demonstrate effective time management ➤ Proven team working skills
Internal / External Relationships	<ul style="list-style-type: none"> ➤ Sales Teams ➤ Marketing Teams ➤ Customers ➤ Partners
Job	<ul style="list-style-type: none"> ➤ Business to Business Sales experience ➤ Previous experience in dealing with senior business contacts ➤ Outbound sales experience ➤ Exceptional team working skills ➤ Previous experience of working to Targets