

Job description – Telesales Executive

Title: Freelance Telesales Executive

Reports to: John Doyle, Company Director

Based at: Home worker

Job purpose:

To plan and carry out telesales direct marketing and sales activities, to promote and develop sales of services and products offered by Imaging Partnership) and Picture Train (PT), in accordance with our business strategy to be discussed at our meeting in April. This to be attended by yourself, Tom Doyle Managing Director, John Doyle Director.

Key responsibilities and accountabilities:

1. Working from home, making sales orientated telephone calls throughout the UK to primary and secondary schools from data supplied by IP and PT.
2. You will work in close telephone and email contact with Mike Jones Operations Director and Mike Stewart, Head of Accredited Programmes who will supply our existing data collected on Excel spreadsheets and intelligence on current and potential customers and sales opportunities.
3. Calls will be to introduce our companies and our services and products with the intention of making sales.
4. The role will include making appointments for company area directors, who you will contact direct by email and/or telephone, to enable them to visit the schools with a view to selling our products and services.
5. During the trial period (20th April 2015 – 24th July 2015) a weekly email and telephone call with John Doyle will provide a platform for reviewing key performance indicators – number of schools contacted per day, number of appointments for Area Directors, number of schools registered on our accredited programmes. The weekly telephone review will also cover issues such as response/reception from schools, shaping of sales ‘scripts’ for all products and services, support on website etc.
6. Once order is agreed by school, you will provide information and detail to the IP and PT office via John Doyle, to enable us to take the order process forward.
7. You are not expected to handle cash, create invoices, or deal direct with financial transactions for the company. These should be communicated to the office at dealt with by the IP and PR team.

Please Note

IT and telephone arrangements to be explored and discussed. We will have an email set up for you so it follows our protocol – Jennifer@imagingpartnership.co.uk.

We will investigate the potential for computer based none land line calls to keep telephony costs to the minimum.

Salary

We propose a salary of £40 per day or £8 per hour (based on 5 hours per day, working two days per week: Wednesday and a Thursday). 10 hours total per week for the trial period.

Person Profile – Telesales Executive

What we are seeking: A self-motivated person, results-oriented with a positive outlook, and a clear focus on high quality and business profit. A natural forward planner who critically assesses own performance. Mature, credible, and comfortable in dealing with school Heads, secretaries, business managers and heads of department. Reliable, tolerant, and determined. Empathic communicator, able to see things from the other person's point of view. Keen for new experience, responsibility and accountability. Able to get on with others and be a team-player.

Specific Job Skills: Able to communicate and motivate via written media. Understands the principles of marketing and advertising cost-effectiveness, including market sector targeting, product offer development, features-benefits-solutions selling, cost per response, cost per conversion, etc. Experience of telesales and managing marketing activities.

Computer skills: Must be adept in use of MS Office 2000 or later, particularly Excel and Word, Internet and email.

Literacy and Numeracy: Able to understand profit and loss calculations and basic business finance. Must be a very competent writer of business letters, quotations and proposals.

Business and Sales Skills: Must be an excellent telephone communicator. Able to demonstrate success and experience managing customers and achieving genuine sales development. Experience of tenders would also be useful.

Management Ability: Though internal staff management is not initially part of the job, responsibility and opportunity could grow with the development of the business, for example the prospect of recruiting and managing support telesales staff. Some people-management skills, experience and natural ability will be useful.