

Job Specification

Job Title	Telemarketing Executive
Location	Aberdeen
Salary	£18 - £20K
Role Description	
<p>Sales Evolution were the first business in the Aberdeen area to introduce a professional Lead Generation and appointment setting service and we are now expanding our team to meet customer demand. Our lead generation service is targeted at acquiring qualified prospects for our clients and the role of the telemarketer is to identify, initiate and nurture relationships with the goal of providing sales-ready leads to our clients' sales teams.</p>	
Key Responsibilities	
<ul style="list-style-type: none">• Calling businesses on behalf of our clients to introduce their product / service offerings and establish interest• Identifying appropriate decision-makers• Understand and demonstrate USP's that differentiate our clients from their competitors• Asking questions of the decision-maker to ascertain whether the company would be a good fit for our client• Arranging appointments at senior level on behalf of our clients• Interface with clients to co-ordinate appointments and communicate progress• To perform such other duties as may occur from time to time as instructed and agreed by the Sales Director	
Knowledge, Skills and Experience	
<ul style="list-style-type: none">• Previous telesales experience• Excellent telephone communication skills including active listening skills and the ability to be assertive and persuasive without being aggressive• Ability to navigate corporate structures to identify decision-makers and determine buying process• Ability to think on your feet• Ability to work to targets• Computer skills are required for efficient documentation and research• CRM / database experience would be an advantage	
Additional Specifications	
<ul style="list-style-type: none">• Self-motivated, disciplined, enthusiastic, resilient and possessing good networking skills.• Highly diligent and tenacious, able to work on own initiative• Flexible to respond to business needs	