

## Job description

**Job title:** Telemarketing Executive

**Reports to:** Operations Director

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### About School Business Services

SBS are one of the UK's leading suppliers of educational support services with a portfolio that includes the full spectrum of ICT, Finance, MIS, HR & Payroll offerings. We also have a suite of Conferencing and Boardrooms for hire.

All of our services are managed and delivered by a team who have a wealth of experience and excellent reputations within the educational arena.

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### Principal function of the role

An enthusiastic, results focused individual is required to join a growing sales team. This office based, new business focused person will be responsible for telemarketing activity across the business. The key responsibilities would include nurturing inbound and outbound leads, managing sales pipeline, generating new business opportunities and booking meetings for our external sales team.

This is a target focused role and the individual will be expected to achieve and exceed targets on a monthly, quarterly and annual basis.

The post holder is expected to build upon the existing relationships with our current prospects and create new exciting opportunities for our sales team.

### Experience Summary

Applicants will have a proven and demonstrable track-record in dealing with senior personnel to Director level over the phone in a telemarketing capacity.

It is essential that the post holder performs an efficient role in all system processes and drives new business appointments through a planned and well executed strategy in line with the business objectives.

The post holder will be expected to represent SBS at all times, with a professional respect for our customers, suppliers and partners and to act as an ambassador of SBS.

### Key Result Areas

- Generate sales-ready appointments through outbound telephone calls.
- Identify opportunities for new business.
- Develop and maintain a high level of understanding of SBS' different routes to market. Have the ability to be able to talk about these in detail in relation to identified requirements.
- Data cleansing and contract updates – grow prospect database.
- Build relationships with members of the Senior Leadership Team in UK, UAE and International schools.
- Generate customer leads through gap analysis of existing services and products.
- Pre-qualification of inbound leads via company website.

- Cold calls to new geographical areas or school types.
- Qualification of event leads.
- Assist with the creation of email campaigns.
- Follow-ups to email campaigns (click and opens).
- Registrations for SBS events and training (incl feedback surveys).
- Qualification of visitors to relevant website pages.
- Use scripts to provide information about product features, prices etc. and present their benefits.
- Ask pertinent questions to understand the prospect/customer's requirements.
- Persuade the prospect/customer to book an appointment by demonstrating how the product or service meet their needs.
- Obtain school's existing supplier and contract renewal intelligence.
- Assist with diary management of Business Development Consultants, management team and Directors, with regards to telemarketing campaigns and appointment bookings.
- Assist with administration of CRM system, ensure accurate account and contact data at all times.
- Assist with sending literature to customers, prospects and partners where necessary.
- Help manage the incoming sales line. Answering any inbound enquiries.
- Assist where necessary, during busy periods, to obtain customer feedback via account management calls.
- Help process event enquiry forms, add contacts to our CRM system and gather missing information.
- Responsible for the effective distribution of marketing news and announcements both internally and externally.
- Assist with the effective and timely rollout of campaigns that support the company's marketing strategy and aims.
- Communicate effectively with your team and other colleagues at all times.
- General administration duties and general office cover when required.

**Any additional duties commensurate with the post as specified by your line manager.**