

Person specification

Job title: Telemarketing Executive

<u>Attribute</u>	<u>Essential</u>	<u>Desirable</u>	<u>How Identified</u>
Previous Experience	<ul style="list-style-type: none"> • Experience of making outbound calls and managing outbound lead and appointment generation campaigns • Fully computer literate with knowledge in Microsoft Office (Excel, Word and Outlook) • Knowledge of telemarketing principles • A proven track record in telemarketing excellence • Experience of accurate CRM data and process management 	<ul style="list-style-type: none"> • To have previously worked within or for prospecting education establishments • To have previously worked within or for a service or software organisation • Knowledge of Salesforce CRM • Experience in account management 	Application form Interview
Qualifications/ Training	<ul style="list-style-type: none"> • Minimum 5 GCSEs or equivalent • A relevant qualification or at least 2 years previous working experience within the telemarketing environment • Fluent in English 	<ul style="list-style-type: none"> • Relevant sales & telemarketing qualification (NVQ/BTEC/OCR/AQA) 	Application form
Specialist Skills/ Aptitudes	<ul style="list-style-type: none"> • The ability to work within a team, independently and manage own time effectively • Excellent written and verbal communicator with focus on company values • Strong objection handling skills • Patient and able to handle rejection in a positive manner • Persistent and results-oriented 	<ul style="list-style-type: none"> • Interest in business development and sales opportunity. 	Application form Interview

	<ul style="list-style-type: none"> • Highly proactive with a proven track record of hitting targets • Confident in discussing a wide variety of business services and products in a changing market • Excellent customer service skills • Well organised and have the ability to multi task and prioritise workloads and campaigns • Driven by data with strong analytical skills 		
Disposition/ Attitudes	<ul style="list-style-type: none"> • Professional, friendly and approachable telephone manner • Quick learner with a business development perspective • Analytical with good attention to detail • Self-motivated, enthusiastic, assertive and confident • Committed to personal development • Interest in new business development and sales opportunities • Good team player who builds and sustains credible relationship (internally and externally) 	Interview	
Other criteria	<ul style="list-style-type: none"> • Commercially aware and adaptable to changing/evolving markets • Ability to travel to other locations and attend conferences/exhibitions etc when required 	<ul style="list-style-type: none"> • Flexible approach to working hours 	Application form