
Job Description – Telemarketer

BASIC FUNCTION:

The function of the Telemarketer is to provide qualified sales leads to the Terix Business Development Team to ensure the department is able to meet growth targets.

PRINCIPAL DUTIES:

The following are principal duties of the Telemarketer

Leadership & Management

- Represent TERiX in a positive and professional manner
- Work with all personnel and outside contacts to satisfy clients and achieve company goals
- Identify areas of improvement in the company and assist in creating and implementing solutions
- Arrive to work and meetings on time and prepared
- Maintain work areas in a clean and organized manner
- Perform any other duties assigned by your manager

Telemarketing

Cold calling into Act Suspect Data Base a minimum of 150 dials a week to specifically identify the following:

1. What systems does the customer have installed?
 2. When is the current service contract up for renewal?
 3. Who is the current service provider?
 4. Who is the person responsible for the service provider selection or maintenance contract?
This information qualifies the customer from Suspect to Prospect / qualified lead status.
- Record all above data into ACT. Follow the Terix sales playbook for moving a suspect to prospect status and work with Director of Sales to have all qualified leads assigned to Business Development Representatives.
 - Review all current quotes in quoting tool and move any lost or inactive quotes into ACT as qualified leads for assignment to Terix Business Development Representatives.
 - Establish a report for lead tracking and status to management
 - Work with Business Development representative to sort a Monthly Target List from the Act suspect data base to show progress in a particular target area i.e.: Colorado,
 - Participate in meetings and take responsibility for telemarketing improvement initiatives and other assigned action items

RESPONSIBILITIES:

The Telemarketer is responsible for ensuring that:

- All of the duties of the position are completed as per the job description
- Telemarketing duties are performed accurately and on time

AUTHORITIES:

The following are principal authorities granted to the Telemarketer:

- Exercise the responsibilities and perform the duties of this position. This includes full decision-making authority for all responsibilities and duties

REPORTING RELATIONSHIP:

- Telemarketer reports to the Director of Sales.

QUALIFICATIONS:

- Minimum three (3) years successful selling or telemarketing experience
- Possess an understanding of Third Party Computer Service
- Proven skills selling computer services vs. products
- College degree
- Proven relationship building skills
- Proven, demonstrable presentation/demonstration skills
- Proven, demonstrable technical, selling skills: Probing, listening
- Professional phone image
- Working Knowledge of Microsoft, Word Excel, PowerPoint
- Working Hours 8:30am – 5:30 pm

MEASURES OF PERFORMANCE:

The following will be used to evaluate the performance of the Telemarketer:

- Goal of referring leads with annual contract values of \$150,000 Quarterly of new business to Terix Business Development representatives who close the business for Terix.
- Submitting report on a weekly basis on number of dials, number of contacts, number of suspects qualified and assigned to Business Development Representatives, number of deals closed that came from telemarketing efforts.