

Job Title	Telesales Executive
Department	Marketing
Line Manager	Digital Marketing Manager

Job Function & Scope:

The following activities and responsibilities form the important and critical aspects of the job description, however, there will be additional tasks connected to the day to day business requirements which will be associated with this position.

Key Tasks:**Semmco LPS - Telesales, direct mail & leads from website (4 days a week)**

- a) With support from Digital Marketing Manager (DMM), research selected market sectors using a range of resources – LinkedIn Sales Navigator, search engines, industry press etc and identify key personnel and their contact details.

Record all details and communications in CRM system

Directly contact individuals by phone, email or social media platforms to present Semmco LPS and the product range – leading to:

- arranging an onsite meeting with demo, if required, by the sales team, or
- placing an order through ERP system, taking online payment where required and passing to production team to action order, or
- keep in touch to promote future sales

Provide weekly reports to line manager on number of leads, appointments for sales team meetings and number and value of sales made.

- b) Arranging direct mail campaigns to market sector lists as they are developed with the support of line manager, following up with calls and arranging appointments for sales team as required.
- c) All leads from the website, mailchimp email campaigns & tradeshow will be passed to the Telesales Executive to add to the CRM, to call and establish initial interest, provide quotation, take online credit card orders or pass to sales team as required.
- d) Ensure all leads going into CRM are added to the Mailchimp database when permission given – NB this may be automated depending on the CRM chosen in Dec 2020.

- **Industry News**

Monitor key updates – report to DMM for use on blog and PR

- **Competitor Analysis**

Present a monthly report on pricing, marketing and new products on the market

1. HEAD
2. RPI00 Corpro
3. EEBD

Semmmco Limited (1 day a week)

Research selected market sectors using a range of resources – LinkedIn Sales Navigator, search engines, industry press etc and identify key personnel and their contact details.

Record all details and communications in CRM system

Directly contact key personnel identified in research to present Semmmco Limited, sending relevant marketing materials and then pass to Semmmco Sales team as required.

All (non RFQ) leads from the website, mailchimp email campaigns & tradeshowes will be passed to the Telesales Executive to add to the CRM system, to call and establish initial interest, sending relevant marketing materials and then pass to Semmmco Sales team as required.

Ensure all leads going into CRM are added to the Mailchimp database when permission given – NB this may be automated depending on the CRM chosen in Dec 2020.

• Tenders

After relevant product training:

- a) Using Tender Tracker Intelligence software – identify and manage tender applications for Semmmco LPS, collating information and pricing for relevant tenders
- b) Manage Tender Tracker Intelligence software – identify and forward Semmmco Limited related tenders to the Semmmco sales team.

In addition:

- Ensuring that the company quality procedures are followed and reviewed accordingly with the quality representative.
- Administration and correct filing associated with role.
- Answering of the telephone in a professional manner.
- Availability to ensure company office is always staffed.

Communications

Report and liaise with the Digital Marketing Manager regarding:

- Work schedule/progress (projects / orders / priorities)
- Specific issues with each project
- Customer queries or complaints

Administration

The company operates using a quality system ISO 9001: 2000. All work must be recorded as per the company quality system, and company procedures must be followed. All materials used must be recorded and accounted to for to ensure that customers are charged correctly.

At all times it is expected that all Semmco employees will act appropriately in all dealings with customers, suppliers, members of the public and other members of staff, to work and communicate in a professional manner either face to face, over the telephone or via written communication (including email).