



Job Description

Job Title : Tele Marketing Executive **Position :** Salaried
Salary : To be agreed **Working Hours :** 40+
Responsible to : Managing Director
Location: Home Based Any Area

Section 1 - Qualifications

The position calls for a well organised, determined individual either possessing a relevant qualification or qualification by experience. The individual needs to have good interpersonal skills and the ability to converse with all levels by verbal and written communication.

Section 2 - Job Summary

Reporting to the Managing Director your role will be to research markets by telephone, internet and other sources of data, analyse and develop by direct mailing and telephone marketing techniques.

Section 3 - Key Tasks

Maintain and develop the Company's database of customers

- Tele sales to research and develop new customers & markets
- Liaison with Service Centre Managers, sales staff and agents for the purpose of creating sales leads and opportunities
- Ensuring campaigns of direct mailing, telephone marketing, emailing and promotions are executed within specific time scales.
- Tele-marketing of potential customers on a periodic basis as specified
- Tele-Account Management of prescribed customers.
- Identification of 'lapsed' customers and contacting them with regeneration being the objective.
- Monitoring of sales revenue and sales activities for all customers.
- Formulating of written proposals as directed from time to time
- Development of audio-visual presentations as directed from time to time
- Regular telephone surveys to customers soliciting their views
- Monthly reporting on sales activity and performance.



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Section 4 - Other Requirements

Motivation:

This position calls for a highly committed, determined and well-motivated person who is committed to the objectives of the business.

Flexibility & Adaptability:

The position calls for the person to adapt not only to the Company, Service and Quality Policies, but also its culture.

An ability to adapt to new or redefined arrangement, skills and working circumstances is also required.