Telemarketing JD
"Arrange appointments, schedule sessions, convert as clients"

Job Role: Telemarketing Executive
Job Brief

- The primary responsibility will be to make outbound calls to prospective clients, introduce them to our company's services, generate new leads, set up follow-up meetings, or transfer potential clients for sales conversion.

- Need to provide transparent information about our service offerings, answer their questions, and address their concerns to persuade them to purchase or take action.

- Maintaining accurate records of customer interactions and updating the database with relevant information from calls is essential for tracking progress and follow-up.

- Responsible for meeting specific sales or lead generation targets, requiring strong persuasion skills and persistence.

- Need to approach objections professionally and use effective objection-handling techniques to maintain their interest and overcome resistance.

- Provide regular reports on performance, including the number of calls made, leads generated, and sales achieved.

Eligibility Criteria

- 1-2 years of experience in International Voice Processes.
- Open to both male and female candidates.
- Working Hours: US Timings – 8 AM to 5 PM; Indian Timings – 5:30 PM to 2:30 AM.

Role	TELEMARKETING EXECUTIVE
Role Definition	A Telemarketer is responsible for arranging meetings with decision-makers, scheduling follow-up meetings to close deals or secure sales, and converting them into potential clients.
Responsibility Deliverable	1. Data Sourcing and Management 2. Tele calls to generate meetings 3. Develop selling skills and business knowledge to grow into a Business Development Executive.
Tasks & Activities	**Data Sourcing and Management** • Sourcing accurate contact details from online sources like LinkedIn, Fundoodata, Google search of the decision makers of the company and in case if not able to identify, report the same to Internal team. • Maintaining the database on the internal templates of the organization **Tele-Calling** • Spending 5 hours per day on calling up the decision makers of the target customer to get meetings for the sales team. • Go the "extra mile" to meet sales quota and facilitate future sales. • Keep records of calls and sales and record useful information. **Meeting Co-ordination** • Write emails professionally to share company profile or any information the prospective client seeks about the company. • Being the communication bridge between the prospective client and the Business Development team to ensure meeting details accuracy.
MeasurementMetrics	• **# of complete contact details** • **# of meetings set up per week & per month**

Competency Attributes: Telemarketing Executive

Iceberg Elements	Attributes List
Skills	• Fluency in English with Excellent communication • Persuasion & Presentation skills • Rapport building with Listening skills • Telephone etiquette with time management • Critical thinking
Knowledge	• Microsoft word, excel and PowerPoint • Internet usage & data finding • Product or Service knowledge • Social Media Trends • Reporting & updating
Self-Image	• Confident • Go-getter • Accurate • Proactive • Optimistic • Industry Expert
Traits	• Talkative with high energy • Persistent & results-oriented • Hospitable & Trustworthy • Punctual with Hardworking • Creative & Adaptable
Motives	• Hungry for growth • Willingness to learn • Win-Win-Win philosophy • Client or Customer Satisfaction • Honesty with Loyalty