

The Detail

Salary -
Competitive basic +
commission

Head Office Location -
Nottingham

Working hours: Monday -
Thursday 9am to 5:15pm
& Friday 9am to 4pm

About Us

Shortlist Marketing is a B2B telemarketing and lead generation company based in Nottingham. We thrive on creating intelligent and integrated campaigns that generate real results and value for our clients. We use telephone, direct and digital marketing to develop successful B2B lead generation campaigns.

Our company has grown in both the private and public sector and now has significant market presence and a strong reputation as a leading sales maker in the industry.

This will be an exciting time to join a fast, fun and developing business.

B2B Lead Generation/ Telemarketing Executive

The Role

Working closely with the Account Manager you will be responsible for sales lead generation for our clients. The role requires that you conduct high volumes of outbound calls to senior executives in the private and public sector to gain both trust and information on the company's processes and potential commercial opportunities. These outbound calls will be to historic clients as well as prospective new clients. You will work with the company's digital marketing team to help create client campaigns and follow up all leads to ensure success.

You will be provided with comprehensive training which will see the successful candidate grow and develop into a key cornerstone.

Requirements

Experience isn't essential as full and ongoing training is given. However, it would be beneficial if you have experience in a similar role ideally inside a Software / Technology / Marketing Agency or having sold in the IT Sector.

Self-confident with a strong ability to work alone, achieve results, determination to succeed, whilst being able to take advice and feedback on board to constantly develop and improve. Able to make non-scripted telephone calls.

Organised with good attention to detail and you can follow instructions from both internal processes and from the client's requirements. You will have knowledge of the B2B sales process and a natural flair for successful sales delivery.

The Day-to-Day Duties

- Outbound / cold calling to the client database and the sales pipeline through to closure.
- Identify decision makers and influencers within your target prospect database.
- Have strong business verbal and written communication skills, to develop new client opportunities especially for both telephone calls and emails.
- Working with the Account Manager to develop an effective and constructive marketing campaign.
- Create and maintain relationships with clients.
- Manage data for clients within the CRM, ensuring all communication is logged and information is correctly record for weekly reporting.

Please email your CV to jobs@shortlistmarketing.co.uk