

Job Description: Telemarketing

Job Summary/Objective:

Generate sales either by cold calling or answering requests in a fast-paced environment. You will be responsible for influencing existing or potential customers to buy products or services.

Responsibilities & Duties:

- Cold call people using a given phone directory to sell products
- Answer incoming calls from prospective customers
- Use scripts to provide information about product's features, prices etc. and present their benefits
- Ask pertinent questions to understand the customer's requirements
- Persuade the customer to buy by demonstrating how merchandise or services meet their needs
- Record the customer's personal information accurately in a computer system
- Deal with complaints or doubts to safeguard the company's reputation
- Go the "extra mile" to meet sales quota and facilitate future sales
- Keep records of calls and sales and record useful information

Skills/Attributes required:

- Proven experience as telemarketer or similar sales/customer service role
- Proven track record of successfully meeting sales quotas preferably over the phone
- Working knowledge of relevant computer programs (e.g. CRM software) and telephone systems
- Excellent communication and presentation skills
- Proficient in English
- Skilled in negotiation and dealing with complaints
- Persistent and results-oriented

Qualifications/Experience required:

- High school diploma; BSc/Ba is a plus
- 1-2-year(s) experience in telemarketing