

JOB DESCRIPTION

Job Title:	Sales and Retention Advisor
Location:	Head Office, Blackpool
Reports to:	Contact Centre Team Manager
Responsible for:	N/A

Job Purpose:

To secure new memberships and retain existing memberships through inbound activity and outbound calls.

Key Areas of Accountability:

- Make outbound telephone calls to prospective members, following up marketing activity or previous contacts made. This activity will be focused on acquisition of new memberships
- Make outbound calls to existing Members to secure the renewal of membership
- Achieve targets and objectives set, which will include but not exclusive to sales, retention, quality, compliance and productivity measures.
- Be fully up to date with all Service Provider information and the rights of membership benefits at all times by attending training and reading all communication/updates provided
- Keep up to date with all processes and procedures pertinent to the role
- Take responsibility for identifying personal training and development needs and raising with your line manager
- Utilise sales and marketing systems to comply with internal and external standards, including data protection, compliance, & OFCOM regulations
- To proactively recommend improvements for the Contact Centre in order to continuously improve the operation
- To undertake other duties relevant to the Department’s activities commensurate with the level of the post and as directed by the line manager

	PERSON SPECIFICATION	
Attributes	Essential	Desirable
Qualifications		NVQ in Contact Centre Sales and Service
Experience	<p>Proven experience of sales either in person or over the telephone.</p> <p>Experience of working to a high standard (accuracy and attention to detail) and within deadlines.</p> <p>Experience of maintaining paper based and electronic records, in line with data protection principals.</p>	<p>Experience of outbound telemarketing</p> <p>Experience of cold data calling</p> <p>Experience of working in a Contact Centre</p> <p>Working in an appointment booking environment</p> <p>Working in a membership organisation/representative Body</p> <p>Experience of telephone operations ideally gained within an office, reception or call centre environment.</p>
Knowledge	<p>Sales techniques</p> <p>Dealing with objections during a sales call</p>	An understanding of and empathy with the issues faced by the small business sector
Skills	<p>Excellent interpersonal skills.</p> <p>Effective and clear communicator (verbal).</p> <p>Professional telephone manner.</p> <p>Accuracy and attention to detail.</p>	<p>Proficient in using Microsoft Office suite specifically Word, Excel with competent keyboard skills,</p> <p>Proficient in using e-mail and the internet.</p>
Specific Requirements	Occasional attendance at exhibitions or promotional events	