

## JOB DESCRIPTION

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

	<b>PERSON SPECIFICATION</b>	
<b>Attributes</b>	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>		NVQ in Contact Centre Sales and Service
<b>Experience</b>	<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>
<b>Knowledge</b>	<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
<b>Skills</b>	<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>
<b>Specific Requirements</b>	Occasional attendance at exhibitions or promotional events	