

# JOB DESCRIPTION

**Job Title:** *Telesales Executive*  
**Main purpose of job:** *To Sell Delegate Places and SMi Group Conferences, Workshops and MasterClasses*

## **TARGETS:**

The target for each member of the team is set by the Managing Director on a monthly and on an event basis

For any telesales executive to maintain their employment within SMi, targets need to be achieved. Failure to do so may result in termination of employment

## **OBJECTIVES:**

A minimum number of quality calls per day need to be completed each day with an appropriate follow up. The minimum will be set by the MD and may vary from time to time.

All calls and call backs are to be recorded in SMi's database and are to be actioned when the client requests the callback

Accurate client history is to be recorded on the database of past conversations with the potential delegate

Work to deadlines set by the MD

Ensure the highest level of quality and customer care is offered to SMi's potential clients and current customers.

Sales are the executive's responsibility, including any post sales activity such as cancellation.

Correct marketing codes must be used to ensure accurate reporting takes place

An accurate record of sales achieved on a day-to-day basis must be kept in the relevant files

All inbound enquiries made to SMi which are relevant to conference sectors must be followed up unless the requests are from potential sponsors

A full brief should be obtained from the conference producer concerning the subject matter of the conference.

Targeted lists selected from the database and a PDF Copy of the conference brochure will be received from the Marketing Department in order to ensure that the campaign commences on time. From time to time a draft program may be used until a pdf is available

In addition, the telesales executive should conduct his or her own research and deliver revenue from these external data sources

Once data is within the Telesales department, it is the Telesales executive's responsibility to start the sales campaign

Attend and prepare for sector and department meetings when requested

Provide with an accurate breakdown at the end of every conference of information as requested by the MD

Contribute to guesting campaigns

*The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.*

***Job description approved by:***

..... ***Date:*** .....

***Employee Signed:***

..... ***Date:*** .....

***Employer Signed:***

..... ***Date:*** .....