

**Corporate Appointment
Executive. Full time,
permanent**



Department:	Sales and Marketing
Reporting to:	Business to Business Sales Manager

Role description

The role is to generate and maintain a pipeline of qualified new business to business (B2B) leads in the small and medium sized enterprise (SME) corporate market by actively outbound telephoning a cold prospective database. You will be responsible for delivering an agreed number of corporate appointments each month to create a client base of opportunities for the Business Development Managers (BDM). The role plays an integral part in Sovereign Health Care's sales and business growth strategy.

Salary and benefits

- The starting salary for this role is £21,000 per year
- The role is part of the sales team commission scheme and, subject to delivery of the targets and objectives set, on target earnings will be around £25,000 per annum
- 23 days annual leave rising by one day for every full year's service up to 28 days, plus bank holidays
- Working hours for the role are 8.45am to 5.00pm from Monday to Thursday with 45 minutes for lunch, and 8.45am to 4.00pm on Fridays with 1 hour for lunch
- This is a hybrid working role and 60% of time is office-based and 40% is at home
- Free parking at our head office in Shipley
- Health care cash plan including personal accident cover
- Participation in the company pension and life insurance scheme

Attributes

A proven outbound telesales professional, you are likely to be already working in this or a related industry and have extensive experience of telephone sales within a regulated environment. With a comprehensive understanding of the sales process (including fact finding, objection handling and presenting solutions) you will be accomplished at adapting to meet the customers needs. A commitment to continuous improvement and learning you will be dynamic and flexible in your thinking. A good self starter with a positive sales-focused attitude and determined outlook, you will be self motivated and able to remain focused in

order to achieve set targets. You will be comfortable working within a team dynamic and be willing to share your experiences and knowledge to further the development of the team and yourself.

Key responsibilities

- Generate quality and volume of qualified new business appointments to achieve your annual corporate appointment target
- Develop quality relationships with senior decision makers in prospective companies through outbound calling to meet and exceed your targets
- Monitor and manage your daily activity in order to deliver your targets, tracking your call volumes and call to appointment conversion
- Take responsibility to work under your own initiative and with minimal support to generate and develop leads by conducting research to identify senior decision makers, collecting and recording in the CRM system names, job titles, head office addresses and e-marketing information to help develop opportunities
- Take responsibility to have a thorough knowledge of product benefits in order to present solutions in a flexible and engaging manner, overcoming any objections in order to meet the needs of the customer

- Actively participate in marketing campaigns and support Sovereign Health Care's marketing strategy as well as pro-actively seeking to develop your own companies, using your tenacity and experience to identify which prospects have the most potential to develop into new business
- To work closely and maintain a collaborative relationship with the Business Development Managers, ensure effective logistical planning and management of appointments to maximise efficiency.
- To respond to cancelled appointments and actively manage in order to reschedule in a timely manner.
- To ensure the administration and dispatch of literature is dealt with promptly and efficiently.
- To effectively utilise the CRM system and ensure the prospect database is accurately amended and completed with any additional information which may support the BDM's attainment of their sales targets
- Recognise and identify new business appointments in markets through detailed research, questioning, fact finding, handling a variety of objections and delivering counter propositions to maximise the opportunities for new appointments
- To ensure all corporate appointment activities are compliant and in line with the Prudential

- Regulation Authority (PRA) and Financial Conduct Authority (FCA) regulations (previously the FSA)
- Have a personal responsibility and attitude towards Health & Safety and ensure you do everything to maintain and promote a safe working area
- Positive commitment to self improvement and achieving your targets by taking an active role in call listening, coaching and 1-2-1's; implementing any corrective actions
- Take ownership in managing your own personal development, in line with agreed objectives as part of the development and appraisal process, and other development needs identified during the year, to lead to increased performance
- Take personal responsibility for following established departmental and company procedures, and where identified, communicate to your line manager any ideas for improvements or change

Essential

- Demonstrated ability to deliver sales targets
- Proven outbound telesales skills preferably in B2B
- Professional and friendly telephone manner
- Able to work effectively under pressure and to tight deadlines
- Self starter, results orientated with a positive self driven and determined outlook
- Good planning, organisation and time management skills
- Excellent communication skills both written and verbal
- Able to actively listen with the skill to engage decision makers and handle objections
- Demonstrated awareness and understanding of Prudential Regulation Authority (PRA) and Financial Conduct Authority (FCA) regulations previously the FSA. Adept in the use of MS Office as well as experience of working in CRM applications ideally basic level internet and email, although training will be provided

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You will also be required to carry out any other duties that may reasonably be required of you. On occasion, be willing to be flexible regarding start and finish times to meet particular foreseen or unforeseen work.