

## Job Information Sheet

Job Title : **Telemarketer**  
Department : Sales  
Reporting to : Business Development Manager

### Job Purpose

WF Supplies provides a comprehensive range of products to the drylining and interior fit-out sectors. With over 5,000 stock items tailored to the needs of these sectors and an invaluable next-day direct-to-site delivery service, WF Supplies is perfectly positioned to ensure the success of every fit-out and drylining project.

The role is responsible for generating lead lists, qualifying prospects, and handing over leads to the Business Development Manager. This role requires excellent communication skills, a persuasive and friendly demeanour, and the ability to effectively convey the value of our products and company to potential customers.

### Key Responsibilities

- 1. Outbound Calling**
  - Initiate outbound calls to potential customers from provided leads
  - Clearly and effectively communicate product and company offerings
  - Build a positive rapport with prospects as a foundation for a lasting relationship
- 2. Lead Qualification**
  - Qualify leads to determine their level of interest and potential as customers
  - Gather and record relevant information about prospects in HubSpot (CRM system)
- 3. Product Knowledge**
  - Stay updated on the features and benefits of our products and services
  - Clearly articulate product and company value propositions to potential customers
- 4. Sales Pitch and Closing**
  - Create and deliver compelling sales pitches to generate prospect interest
  - Address objections and concerns to move prospects towards a positive buying decision
  - Maintain a 'closing' mindset, to successfully book appointments and pass on high-quality leads and opportunities

## Key Responsibilities – cont.

### 5. **Documentation**

- Accurately record all interactions and transactions in the CRM system.
- Provide regular reports on call activity, lead qualification, and sales outcomes aligned with your KPIs

### 6. **Team Collaboration**

- Work collaboratively with all team members and departments to enhance your product and industry knowledge
- Participate in regular team meetings and training sessions

## Skills & Experience

- Proven experience as a telemarketer or a similar sales role
- Outstanding verbal communication and active listening abilities
- Quick-thinking and adaptable during conversations
- Strong organisational and time management skills
- Goal-oriented with the ability to work independently
- Proficiency with CRM software (Hubspot) and ERP software (Merlin)