

## Telemarketing Manager

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Company: Sybrid (Pvt) Ltd - A Lakson Group Company

Location: Saddar Town

Category: other-general

Creating a process-impelled workflow for sales or telemarketing and leading follow-up and qualification. Developing call scripts for telemarketers use with lead generation and qualification. Creating team compensation structure and performance metrics. Supervising telemarketers in persuading the customers to buy the organizations products and services. Interfacing closely with sales department to ensure alignment. Using data driven examines to optimize telesales and telemarketing operations. Maintaining follow-up procedures to new clients correctly and initiating them under minimal supervision. Positioning and selling the company products to customers. Maintaining accurate detailed and applicable contact data in the database. Calling sales prospect individuals in target industries for qualifying leads and setting up appointments for sales force directly. Updating the customer relationship management system with new contacts. Developing, training and managing telesales or telemarketing teams for technology or software organizations setting and meeting performance targets for speed, efficiency, sales and quality. Maintaining up-to-date knowledge of industry developments and involvement in networks. Monitoring random calls to improve quality, minimize errors and track operative performance. Reviewing the performance of staff, identifying training needs and planning training sessions. Organizing staffing, including shift patterns and the number of staff required meeting demand. Recording and analyzing performance statistics and making decisions on the basis of these statistics. Work closely with marketing team(s) to identify, define and prioritize campaigns and executed in a time fashion and provide weekly conversion results that include calls to sales ratio. Must work closely with sales manager to achieve monthly sales

revenue. Proactively recommend campaigns to marketing teams based on timely events (such as labor law changes and other compliance events) as well as analysis of previously successful campaigns. Job Specification People person with excellent interpersonal and coaching skills. Hands-on team player, goal oriented and able to work in a fast paced environment. Work well with external and internal customers from all departments (including operations, customer service, marketing teams, product managers, and accounting). Ability to prioritize work as well as meet tight deadlines. Ability to train others in telesales or telemarketing function. Strong telesales planning and leadership skills and knowledge of sales best practices. Effective conflict resolver at senior level. Detail oriented and a proven ability to manage to deadlines. Excellent written and spoken communication skills with an ability to present at senior level, fully computer literate and numerate. Professional appearance and the social skills necessary to deal with a range of client along with self confidence and stature to represent Sybrid at Consumer level. A creative, lateral thinker and energetic team player with a level of enthusiasm. Good copywriting skills with excellent attention to detail and accuracy in the field of marketing. Experience and understanding of data analysis and evaluation to meet business needs. Staff management skills and the ability to motivate and develop individuals and team working. Willingness to work flexibly and in particular be available for client contact and entertainment of business prospects.

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