



Job Description

Sales Development Representative – Telecommunications

Exeter, EX1 1QR

Permanent Contract

Salary: TBC

Reports to: Sales Team Manager

The Role

Air Marketing Group is an outsourced B2B sales agency providing sales resource to numerous different industries. As a result of securing a new client, we are seeking experienced SDRs to join our growing company's sales team to work exclusively on this account.

As an SDR, you will be responsible for conducting outreach and prospecting activity for our telecommunications client using multiple channels including the phone, email, LinkedIn and video prospecting.

You will create qualified leads from both new and existing customers within the SME market to pass into our telecommunication client's internal sales team. You will make initial contact with customers to identify cross sell and upsell opportunities, moving onto open conversations and opportunities with new customers. All qualified leads will be for communications, connectivity and IT services opportunities that deliver increased sales and gross margin into the business.

You will be given the opportunity to liaise directly with our client, as well as collaborate with our Account Management team and the Commercial Director to ensure our go to market strategy performs.

Yes, you will be selling. Yes, you will need to make cold calls. And no, it's not easy. But you'll be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

Ultimately, you will boost sales and contribute to both our business' and client's business long-term growth.

Responsibilities

- Contacting existing customer base to identify upsell/cross sell opportunities

- Outbound calling, email and linkedin outreach to create opportunities
- Nurturing of customers and prospects until sales ready
- Identification of at-risk customers and service needs
- Develop relationships with customers to understand their challenges and identify opportunities, reducing churn
- Consistently deliver quality outbound calls in to existing and new customers
- Management of data as required
- Accurately record outcomes and opportunities
- Continually build on knowledge of products, solutions and campaigns in order to be able to sell effectively
- Promote our client's products and services in a positive way and increase brand awareness
- The above is not an exhaustive list of duties and you may be expected to undertake other tasks when required, in line with business objectives.

Requirements

- Proven track record of success in a sales role
- Excellent verbal communication, active listening and writing skills, including ability to effectively communicate with stakeholders at all levels, including C-Suite
- Ability to research prospects and comfortably navigating your way around social media
- Comfortable using video as part of the sale process
- High levels of resilience and determination to overcome objections
- Strong commercial acumen
- Ambition and a real passion for sales
- Results driven; target focussed
- Understanding of distance selling regulation and Ofcom sales code of conduct & regulations (not essential)
- Understanding of communications and technology solutions
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- A working knowledge of CRM systems (e.g. Salesforce)
- Understanding of sales performance metrics
- Excellent organisational and time management skills.
- A positive and optimistic outlook

Sales Development Representative Benefits:

- Commission scheme
- Social office environment with regular paid company social events
- Work from Home days
- Monthly and quarterly team and individual incentives
- Regular 121's
- Weekly Company catch up
- Healthy working environment with refreshments provided
- Weekly fruit delivery
- Monthly company lunch
- Wellness program

To apply for this role please forward your CV along with a covering letter to samanthab@air-marketing.co.uk