



Job Description

Senior Telemarketing Executive

The Company

trakm8 is a market leader in the fast growing vehicle telematics technology sector. Based in Shaftesbury, Dorset but with a global market place, trakm8 is well placed to take advantage of current market opportunities. Spiralling fuel charges, increased focus on reducing operating costs and numerous employment laws such as Duty of Care are all driving increased interest in trakm8's core technology solutions. These positions have largely been created as a result of continued growth and offer market leading packages and excellent career prospects for the right individuals.

trakm8 is an ambitious and progressive business and has a philosophy of sharing its successes with its employees.

trakm8 offers a competitive remuneration package that includes a profit linked bonus scheme after 1 year's service as well as 25 days per annum holiday.

Overview

The Senior Telemarketing Executive position is central to trakm8's future success and growth. Not the usual telemarketing treadmill, this position will give a successful candidate the springboard into a field based sales role or a Telemarketing Team management role depending upon the particular ambitions of the candidate.

Currently all telemarketing is outsourced at trakm8. Therefore a multi-skilled person is required to complete the following tasks on a daily basis:

- Manage a CRM database of customer and prospect records
- Identify and develop new business opportunity from the contacts on that database
- Act as the primary interface into trakm8 for a small number of customers for whom telephone based management is the preferred method of communication
- Liaise with existing customers in order to renew existing contracts whilst looking for cross and up-selling opportunities
- Complete customer satisfaction calls for certain customers following initial installations in order to gain further business
- Manage the outsourced telemarketing resource in order to ensure it meets its targets and objectives

This role is wide and varied and will be demanding particularly in the areas of time management, prioritisation of tasks and customer development.

Team/ Department Mission

The trakm8 Sales Group is responsible for revenue growth, increasing customer and partner satisfaction and winning against strategic competition in our targeted commercial accounts and business partners.



Key Responsibilities

Key Accountabilities

1. Delivery of the monthly revenue target through existing and identification of new revenue streams within the customers managed by the Senior Telemarketing Executive
2. Delivery of the required number of new business opportunities through both direct activity and that of the outsourced resource
3. Ensuring that contract renewals remain above the current level of >90% on a monthly basis and deliver additional revenues through cross and up-selling
4. Improvement in customer experience measures.
5. Support to the customer Sales Executive and their teams to achieving target and financial margin.
6. Completion of essential reporting, profiling and general administration

Key Success Criteria

- Consistent monthly achievement of revenue and objective based sales targets
- Constantly improving customer satisfaction with trakm8 products and services.
- Developing trakm8's long term potential with accounts within the territory by working with partners to sell trakm8 based solutions into them.
- Strive for a greater percentage annuity based license renewals

Key Requirements

Knowledge, Skills and Experience

Essential Experience

A minimum of 2 years telemarketing or tele-sales experience working for an information technology, telecoms, telematics company, systems integrator or management consultancy.

Technical/Functional Skills

Sound knowledge and ability to articulate and describe complex technologies, applications and functional strengths and weaknesses.

Technical understanding - a good level of general technical awareness i.e. the individual should be able to hold a technical architecture discussion with a senior IT Manager

Functional understanding of logistics procedure

Assured, confident and professional presentation skills

Candidates ideally will have completed a formal sales training programme



Personal Attributes

A sophisticated and consultative based sales professional who understands how to articulate a value based sales proposition as opposed to a product based one over the telephone and using other internet based technologies.

A highly effective team player able to motivate team members from inside and outside of trakm8.

Creative - able to think strategically and laterally and develop new and innovative ideas about how Trakm8 can approach the market.

Special Requirements/Additional Information e.g. Language skills

A full driving license will be required, an additional European language would be an advantage

Essential

Driven to achieve results
Ability to understand diverse customer requirements
Customer focus
Communications Skills
Enthusiastic and determined personality
Strategic Leadership/Thinking
Intermediate MS IT skills

Desirable

Representing trakm8
Organisational agility
Planning organizing Coordinating
Decision making