

Job Title	Client Outreach – Associate (Tele prospector)
Job Grade	EL1
Department	Marketing
Reporting To	Lead - Digital Marketing
Function of the Department	The sales department's main function is to generate revenue by finding and closing deals with customers. They develop strategies, find potential customers, make sales presentations, negotiate agreements, and build relationships. Their goal is to drive revenue growth and meet sales targets. It aims to drive revenue growth, build strong customer relationships, and achieve sales targets for the organization.
About the Role	The Tele Prospector's role involves Identifying contacts from the target addressable market. Through continuous marketing This role also involves assistance to ONLINE & OFFLINE marketing functions for lead nurturing activities including but not limited to This role demands building your awareness about the industries that we serve, the developments happening around the
Main Responsibilities of Job	•Identifying and generating contacts by making a high volume of outbound calls through various sources such as company •Build databases and expand our existing Database to maximise our marketing efforts. •Refresh existing database content and aggregate contacts for email marketing and other means of communication including but evaluate if the company/person called, qualifies for our products positioning and is relevant to us. • Conduct initial qualification to ensure that prospects meet specific criteria set by the company. • Evaluating the contacts if the prospect meets the criteria for a qualified lead or if there is potential for a sale. • Gather relevant information about prospects, their businesses, and industries. • Good understanding of the products and effectively communicate the features, benefits, and value propositions to • Keeping accurate records of each call, including relevant details and outcomes, is essential for tracking progress, evaluating Meet the tragets set for lead identification and database development within a specific timeframe.
	1. Communication Skills: Clear and effective communication to engage potential customers.

Competencies	2. Active Listening: Understanding customer needs and concerns to tailor the approach. 3. Time Management: Efficiently managing call volumes and follow-ups. 4. Adaptability: Adjusting communication styles to different leads and situations. 5. Product/Service Knowledge: Understanding the offerings to convey their benefits confidently. 6. CRM Proficiency: Utilizing CRM systems for lead tracking and data management. Goal-Oriented: Focused on achieving set
Skill Requirements	1. B2B solution sales experience. 2. Communication Skills 3. Phone Etiquette 4.Data Entry
Key Accountabilities	• Identify and maintain a healthy data base through market probing Qualify leads based on predefined criteria. • Record prospect information in CRM systems. • Meet or exceed performance targets. • regular progress reports. • Follow up and maintain refreshed data on prospect information in CRM systems
KPI	Quality of database probing and filtering. Measured by click rate and open rates in the campaigns conducted. Number of qualified contacts moved to Client Engagement team. Engagement score for CKONNECT's Social media promotions content in LinkedIn, YouTube and any other platforms defined. Number of Qualified contacts identified. CE conversion of qualified leads from contacts • Conversion Rate • Call or Outreach Volume

	• Opportunity Pipeline for Tel prospector (New / month & Growth Quarterly) • Data base growth - regional Event participation for Offline Webinars & Seminars.
Minimum Qualifications	Any graduate Graduation in B. Tech /B. E (Mechanical is added advantage)
Minimum years of experience	1 to 2 years of experience in Sales role. understanding of sales process and experience in sales.

Client Outreach – Specialist (Tele prospector)

EL 2

Marketing

Lead - Digital Marketing

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This role demands building your awareness about the industries that we serve, the developments happening around the technology that we market, active

- Maintain and expand the database of prospects within the assigned territory and assess the potential of leads and determine their suitability for the
- Track and manage leads throughout the sales funnel, ensuring they are progressing toward conversion or a sales appointment.
- Update and maintain the company's CRM (Customer Relationship Management) system with accurate and up-to-date information on prospects,
- Conduct market research to identify new target markets and potential opportunities. Stay informed about industry trends, competitor activities, and
- Follow-up leads to nurture relationships and move them through the sales pipeline.
- Work closely with Client Engagement Associate or TSM to provide them with qualified leads and relevant information, assisting in the conversion process.
- Generate regular reports on key performance indicators (KPIs), such as call volume, conversion rates, and lead quality, to measure and improve the
- Assist in training and mentoring newer or junior tele prospectors to improve overall team performance.
- Act as a bridge between Marketing and Sales. Be cognizant of each marketing initiative, and work toward corporate objectives.

In addition to associate competencies

1. Advanced Communication Skills: Strong negotiation and persuasion abilities.
2. Problem-Solving: Finding creative solutions to challenges in the prospecting process.
3. Market Knowledge: Understanding industry trends and competitor analysis.
4. Relationship Building: Nurturing relationships with potential customers for long-term prospects.
5. Lead Qualification: Effectively qualifying leads to prioritize valuable prospects.
6. Data Analysis: Analysing prospect data to identify patterns and insights.
7. Sales Certification: Attaining and maintaining the required sales certifications within the stipulated timeline demonstrates a commitment to professional

- Sales and Persuasion.
- Lead Qualification
- CRM and Database Management
- Time Management
- Product/Service Knowledge

- Generate leads through outbound calling efforts.
- Qualify leads based on predefined criteria.
- Maintain accurate prospect information in the company's CRM system.
- Set up appointments or meetings for sales representatives with qualified leads.
- Achieve key performance indicators.
- Provide regular reports on prospecting activities and progress toward sales goals.

- Measures the total volume of calls made by the tele prospector to identify potential leads and opportunities.
- leads that were successfully converted into qualified opportunities or appointments.
- Tracks the percentage of leads that meet the predefined criteria for qualified leads.
- Actual revenue generated from the leads.
- Evaluates the accuracy and completeness of prospect information maintained in the CRM system.
- Track the time taken by the tele prospector to respond to new leads or inquiries.

Any Degree or Graduation in B. Tech /B. E (Mechanical is added advantage)

2 to 4 years of experience (Min 2years in customer support, tele prospecting or tele caller roles.)