

Job Title: Internal Sales Consultant	Contract type: Permanent
Department: Marketing - Ireland	Date: February 2017
Reporting to: Senior Marketing Manager	Contact: recruitment@kerridgecs.com

Position Overview

- Kerridge Commercial Systems (KCS) is the market leader in developing and delivering fully integrated business management solutions for distributors, suppliers, resellers, wholesalers and merchants.
- The Internal Sales Consultant will be responsible for generating qualified leads and setting up appointments for our new business sales teams to increase sales income through outbound B2B cold calling.
- They will also be responsible for data cleansing/management, campaign management and research.
- The role will be based in our Dublin office and will support both the Irish and UK teams.

Main Duties and Responsibilities

Lead Generation

- The main focus for your efforts will be to book high quality, fully qualified appointments for our field sales team.
- To take part in on-going sales activity - outbound "cold-calling/telemarketing" to existing customers and prospects, including any follow up activity where necessary.
- To develop strong, effective rapport with key decision-makers (customers) in order to maximise the client/revenue opportunity.
- To monitor your own call rates and lead generation results, and actively work to improve these.
- To document every lead within our CRM.
- To develop strong, effective rapport with the sales team
- To answer telephone calls from customers and/or potential customers in response to campaigns/advertisements and respond to on-line information requests.

Marketing and Research Activities

- To assist the Marketing Team with promotional material relating to specific campaigns.
- To manage various marketing campaigns (including any external agency telemarketing campaigns).
- To work with the Marketing team to sell exhibitor space to business partners for our annual customer conference to achieve income targets.
- To work with a large database of contacts, to create & maintain the KCS databases/CRM system, e.g. data cleansing.
- To research and document the most appropriate decision-makers within target companies, whether in-call or via internet based research.
- To carry out market research via cold calling to find out what products prospects/customers currently have or what they think about our products/service or general sector research.
- To assess competitors by analysing and summarising competitor information and trends hence identifying sales opportunities.

Other Activities

- To continually increase your knowledge of our product portfolio and its specific selling points.
- Responsibility for the production of regular, accurate and timely management information to enable the Marketing and Sales Managers to complete various reporting activities for the KCS Executive Team.

Knowledge and Experience

Essential

- A passion for sales and generating new business
- Excellent planning and organisational skills

Desirable

- Telemarketing/telesales experience
- Experience in IT/Software
- Experience of Marketing Automation software such as Hubspot, Marketo or others.
- BA/BSc. Degree or equivalent experience

Personal Skills

- Communication – must be a strong communicator in verbal and written forms
- Self-starter – must be able to manage themselves, develop task list and work through it
- Strong interpersonal skills – ability to develop excellent relationships both internally and with prospects
- Strong analytical, organisational and administrative skills
- Ability to work under pressure and to tight deadlines
- Able to communicate effectively on the phone
- Presentation – able to comfortably present to internal audience

Other

- This role will involve travel and therefore a valid driving licence is essential

Remuneration:

- The salary and package are commensurate with the role and experience

To apply, please email a copy of your most recent CV to recruitment@kerridgecs.com