

Job Title:	Inside Sales Advisor
Responsible to:	Inside Sales Team Leader
Responsible for:	N/A
SUMMARY OF PURPOSE OF JOB:	
<p>Working closely with the Regional Sales Specialists and Marketing team, the Inside Sales Advisor is the front line of the sales operation and is responsible for proactively generating leads from researching, cold calling, personal networks, events, seminars or any other relevant activity. The role will also involve following up on marketing qualified leads generated through the company website, handle inbound telephone enquiries and manage and instigate live chat on your set day. The Inside Sales Advisor will follow the company sales cycle and call quality structure to ensure that weekly and monthly targets are met.</p> <p>Being at the front of the sales function, the Inside Sales Advisor influences what opportunities are passed to the relevant Regional Sales Specialist and determine what good opportunities look like. The Inside Sales Advisor will make follow up calls to the Regional Sales Specialist to ensure that all relevant information is filled in and moved to correct stages on the CRM system to ensure commissions can be paid once meetings have taken place.</p>	
DUTIES AND RESPONSIBILITIES:	
<ul style="list-style-type: none"> • Communicating with current clients and making outbound calls to potential clients. • Responsible for meeting weekly and monthly appointment targets generated through researching, cold calling, email campaigns, linked in, Marketing leads and events. • Meeting daily call targets and using the set 'power hours' of continuous calls to increase productivity. • Working through email campaigns with telephone follow ups. • Handling inbound enquires. With inbound enquiries, the Inside Sales Advisor may have the opportunity to close contracts inhouse under the guidance of the line manager. • Continuously build and maintain pipeline. • Understanding client needs and identifying sales opportunities. • Maintain accurate records on the CRM system of all correspondence with leads and opportunities including updating incorrect contacts or adding new points of contact within a company. • Demonstrating resilience when objection handling. • Explaining the key features of our services/understanding the R&D tax credit scheme at a high level and making decisions in relation to what is a qualified opportunity for the Regional Sales Specialists to attend. Questions to understanding this would be around R&D spend, understanding the R&D projects at a high level, when the claim is going to be submitted, and ensure we have the relevant decision maker to attend the meeting to ensure time and resources are managed well. • Keeping up to date with industry knowledge, client news and the R&D tax scheme. 	
EXPERIENCE AND SKILLS / ATTRIBUTES REQUIRED	
<ul style="list-style-type: none"> • Demonstrable experience in outbound call centre/Inside Sales/Tele Sales/cold calling/B2B or related sales environment. • Good standard of literacy and numeracy. • Consummate relationship builder. • Ability to identify needs and provide suitable business solutions. • Highly motivated, competitive and enthusiastic to achieve results. • Resilient, patient and calm in their approach. • Excellent communication skills both verbal and written. • Maintains a positive outlook. • Active listening skills. 	

- IT literate, good knowledge of MS Office suite and CRM software.
- Effective influencing skills and objection handling.
- Excellent sales and negotiating skills.
- Strong organisational skills.
- Commercially astute.
- Team player who shares best practice and builds relationships across departments.
- Takes personal responsibility for self-development.
- Ability to carry themselves with a manner of authority when making calls.
- Exhibits our values at all times (supportive; positive; integrity; respect and excellence).

ADDITIONAL INFORMATION

The post holder may be required to undertake any reasonable duties in order to progress the needs of the company.

It is the practice of the company to periodically review job descriptions and to update them where necessary, to accurately reflect the job being performed or to incorporate whatever changes are being proposed. This procedure is conducted by your line manager in consultation with yourself. You are therefore required to participate fully in such discussions. It is the company's aim to reach agreement to make any reasonable changes, but if agreement is not possible then the company reserves the right to make reasonable changes after consultation with you.