# Job Description

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| Position: | Sales Coordinator | Reports to: | Senior Sales Executive |
| Function/Department: | Sales and Marketing | Location(s): | Aberdeen |

**Job Purpose:**

The Sales Coordinator is responsible for generating qualified new business opportunities using a mixture of both outbound and inbound lead generation and nurturing to achieve this. The majority of the role will be spent talking to prospects on the telephone, with supporting engagement via email, LinkedIn, LiveChat and other marketing channels.

**Key Accountabilities/BAU Objectives:**

| What | Measures |
|---|---|
| Manage and qualify inbound leads - respond to inbound enquiries via website, email, telephone and LiveChat. | As measured by monthly KPIs and regular 1-2-1s |
| Outbound lead generation – including social media selling and telemarketing to generate new qualified opportunities. | As measured by monthly KPIs and regular 1-2-1s |
| Nurture existing leads that are not 'sales-ready'. | As measured by monthly KPIs and regular 1-2-1s |
| Accurate lead processing – add and update lead details in CRM including notes, activities and marketing details | As measured by monthly KPIs and regular 1-2-1s |
| Provide Marketing with feedback on market insights and lead quality to drive improved campaigns. | Providing examples of using CRM to guide Marketing on quality leads and their traits |
| Liaison with the Sales Team on planning, lead quality and pipeline impact. | As measured by monthly KPIs, regular 1-2-1s and feedback in morning meetings |

| Top 5 Professional Skills/Qualifications/Experience | Top 5 Behaviours/Core Values |
|---|---|
| Confident on the telephone, able to build a rapport with senior prospects | Self-motivated and ambitious |
| Excellent verbal and written communication skills | Confident in communication |
| Able to work on own initiative, with management support and direction | Ability to listen |
| Able to work to targets and manage their time efficiently | Eager to learn and develop |
| Previous experience of working within a B2B telemarketing/sales environment desirable but not essential | Adapts to change with a positive attitude |

## Applications

To apply for this position, please forward a CV and covering letter to hr@proactis.com.

**Closing date: Monday 12th July 2021**

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