



Position Title: Marketing Representative (Telemarketing)

Position Summary

This position contacts businesses via telephone to build a long-term relationship in order to identify opportunities and set appointment for Account Managers.

Job Responsibilities:

- Obtain leads, consisting of names, telephone numbers, emails, etc. of potential customers from Marketing Coordinator
- Contact businesses by telephone to establish a rapport with potential customers.
- Explain products or services and answer questions from customers.
- Schedule appointments for Account Managers to meet with prospective customers or for customers to attend sales presentations.
- Generate a consistent flow of quality appointments for Account Managers via telephone.
- Use computerized system to maintain records of all activities and contacts, and schedule follow-ups.
- Ensure productivity goals are met on a weekly and monthly basis.

Required Qualifications:

- Previous telemarketing experience required
- Strong work ethic with the ability to execute a high volume of contacts
- Highly motivated and goal oriented
- Strong conversational skills
- Strong phone etiquette
- Strong computer/data entry skills
- Strong verbal and written communication skills
- Proficiency with MS Office applications

Desired Qualifications:

- Familiarity or experience in Information Technology and/or Voice and Data services

Education

High School or equivalent

Certification

None

Work Schedule/Travel

Standard Meriplex business hours of 8:00 AM to 5:00 PM.