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| Title: | Telesales Executive (Business to Business). |
| Summary / Purpose: | The successful applicant will be responsible for sourcing new business opportunities through telephone prospecting. This will involve contacting, sourcing, developing and working with prospects and clients to identifying new business opportunities, cross selling and the development of all of CyberWhite products and services. |
| Reporting to: | Marketing Executive. |
| Supervising: | N/A. |

Duties and Responsibilities

Specific

-  Influence, negotiate and persuade stakeholders to use CyberWhite's services.
-  Achieve financial sales targets in line with KPI's.
-  Achieve activity sales targets in line with KPI's.
-  Develop new business opportunities through outbound telesales activities to new prospects and clients.
-  Following up on leads generated by marketing and social media campaigns.
-  Record all activity onto the CRM system.
-  Establish and maintain strong working relationships with the CyberWhite sales team and other interested parties including vendors and distribution partners.
-  Undertake market analysis and feedback.
-  Maintain market and competitor knowledge.
-  Using a variety of sales techniques to attract new business opportunities.
-  Adopt a proactive approach to awareness of business opportunities arising in the local and national market.
-  Identify and follow up on new business leads.
-  Play an active part in the selling and endorsement of all CyberWhite products and services.
-  Develop a good understanding of client companies and their working culture and environment.
-  Working directly with prospects to ensure that CyberWhite becomes the security partner of choice.

General

-  To comply with all company policies and procedures.
-  To comply with Equal Opportunities Legislation and be proactive in challenging prejudice, discrimination and stereotyping.
-  Support CyberWhite's core values.
-  Co-operate with all staff to achieve a healthy and safe workplace and reporting any risks identified, to your line manager.
-  Other duties that may be identified from time to time by the Company.
-  Attend relevant training / personal development programs.





Person Description

| | Essential | Desirable |
|--|---|---|
| Experience & Qualifications | Experience of working in a target driven, commercial environment. Client relationship management. Cold calling. Report writing. | Apprenticeship qualified. Work Based Learning. Microsoft 0365. HubSpot. Experience of working within an outbound business to business (B2B) tele-sales environment. |
| Skills | Articulate with good interpersonal skills. Ability to influence and negotiate. Good communicator – written and oral. Meticulous attention to detail with a structured approach to work. Ability to work to deadlines and targets. | Good listener. Ability to absorb information and understand the context. |
| Knowledge | Good working knowledge of sales structures. Passionate about qualification. A demonstrable interest in IT and cyber security. | BANT, SCOTSMAN. |
| Characteristics | Self-motivated, self-starter. Flexible in approach. Ability to work under pressure. Reliable. Enthusiastic. Team player. Resilient. | Ambitious with a desire for career progression. Good sense of humour. |

Application Instructions

To apply for the position, please submit your CV and cover letter (optional) to Rachael Eddon at rachael.eddon@cyberwhite.co.uk. Further queries can be submitted via email or by telephone on 0191 562 3228.

