

# Role Profile –Telesales Executive

**Purpose:** To support Line Manager in converting, processing and optimising all sales & retention opportunities in line with the Commercial plan.

**The post holder will:**

- Deal with inbound and outbound calls from potential and existing members, promoting Benenden's services and providing a professional customer experience with the aim of retaining any members that are thinking of cancelling their membership.
- Conduct timely follow ups to potential and lapsed members to secure new business and win back lost Members.

**Key Result Areas**

- Work towards and achieve agreed targets for new sales conversion rate, cancellation rates and reinstated members.
- To conduct timely follow up's to potential and lapsed members to secure new business and win back lost members.
- To ensure all telephone communications with new or existing members and nominees are FCA compliant and in line with the rule book as well as adhering to TCF.
- Follow defined procedures, and continuously look to improve, to ensure best practice and optimisation of performance.
- Regularly track personal effectiveness and results, providing timely evaluations with recommendations to Line Manager.
- Maintain knowledge of Society services and continuously work to improve script and sales messages.
- Work to achieve 100% accuracy of all member and nominee data input, ensuring the correct recruitment codes are allocated and payment is in line with DD guidelines.

**Measurement/Accountability Skills and Experience**

Against agreed KPI's – business performance

Audit, Risk and Regulatory Compliance.

Complete, capture and self monitor a minimum of 15 hours per annum of continuing professional development (CPD) following the IDD guidelines published by the L&D department.

Proven track record in telesales, sales or telemarketing.

Proven track record in consistently delivering targets.

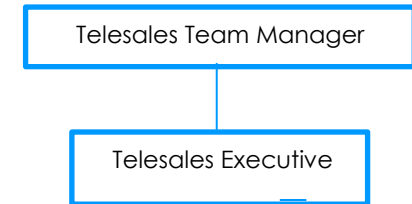
Operating and delivering within a dynamic and changing environment.

Working in a motivational sales driven team.

Ability to achieve results within a changing, fast paced environment.

Skilled in objection handling.

**Reporting Lines**



**Values**

**Be Caring**

We know what we do matters  
We're proud and enjoy what we do  
We promote a culture of care, respect compassion and wellbeing  
We protect the mutual ethos

**Be Connected**

We collaborate and share across teams, departments and the business  
We listen to understand each other and our member's needs  
We support one another by having open and honest conversations  
We recognise that we're stronger together

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