

BT Local Business Greater London South West

## Lead Gen Sales Role

Role: Lead Generator – Desk Based  
Location: New Malden (KT3)

### Lead Gen Sales Scope of Role:

- A high activity outbound role in order to build relationships and generate leads and appointments for the senior sales teams
- B2B outbound client outreach by telephone and electronic avenues like email etc.
- Self-generated new business to set appointments for BDM's/Field Sales
- Penetration of current customer data aligned to campaigns to generate interest and set appointments for senior sales teams
- Percentage of role closing transactional sales with smaller SME prospects and clients.
- Creation of accurate pipeline opportunities and landscaping opportunities for future sales
- Accurately manage and forecast revenue production from a continuously growing pipeline
- Through meaningful conversation and solution based selling techniques, completely understand clients business communication needs whilst recording and sharing this data with senior sales teams.

### Essential Previous Experience & Attributes

- Experience within a sales environment, preferably telesales and B2B but all sales backgrounds considered for the right candidates
- Experience of communicating effectively with customers and prospects at all levels
- Ability to create and spot opportunities to grow pipeline
- Display characteristics and attitude of a natural business developer
- Must be someone who thrives on target driven environment who can demonstrate previous KPI and target achievement.
- A Team player who can contribute daily to the overall success of the team and business through their actions
- Someone who can follow advice and instruction and show initiative and solutions-based thinking
- Professional, Tenacious, and ambitious with a passion for learning and developing new products and sales approaches
- Ability to show a passion for the company and products with a desire to provide an excellent customer experience.

### Highly Desirable Experience & Attributes

- experience in B2B sales, new business and account development
- History of making appointments for and managing the diary of field-based sales consultants
- Experience in telesales lead generation/appointment setting
- Can display a history of high activity outbound telesales experience preferably B2B • Understands pipeline creation and forecasting accurately for the future
- Has some exposure to previous sales training including “need find”, “questioning paths”, “overcoming objections” and or “closing”

### Scope for Candidate Expectations

- Fantastic progressive, inclusive working environment
- Genuine opportunity to grow with the business into more senior positions
- Opportunity to work with a major brand with an award-winning product portfolio
- Career Progression Opportunities
- Ongoing exposure to training and development to increase expertise and knowledge base