1. Position Summary

A Business-to-Business (B2B) Appointment Setter is a telephone sales representative responsible for creating and coordinating new appointments between new business clients and the sales team. Under general supervision and using sales techniques geared for the purpose of obtaining new sales appointments, call a predetermined contact number of prospective clients and introduce them to services offered. Maintain records of leads, contacts and appointments utilizing a CRM software program.

1. Responsibilities
   * Answer Inbound Calls
     + Answer inbound calls from the company’s prospective clients
       - Answer any questions concerning sales’ appointments
       - Clarify any questions concerning contact data
   * Place Outbound Calls
     + Contact perspective customers using predetermined lists to determine overall interest
     + Using sales techniques obtain an appointment for sales personnel
   * Email Contacts
     + Use email to contact prospective clients, to answer any questions, schedule appointments and determine interests’ levels
   * Maintain Accurate Records
     + Input call data from each conversation indicating interest level into CRM software program
     + Maintain contact records of clients as changes occur
2. Duties
   * Deliver prepared sales talks, reading from scripts that describe services, in order to persuade potential customers to accept a sales appointment
   * Contact businesses by telephone in order to solicit appointments
   * Explain services and answer questions from perspective customers
   * Obtain and record perspective customer’s reaction, information such as name, address and services usages
   * Adjust sales scripts to better target the needs and interest of specific prospect
   * Obtain names and telephone numbers of potential customers from sources, not limited to, lists, referrals, and internet data mining
   * Other duties as assigned
3. Knowledge and Skills
   * Professional
     + Dynamic verbal communication skills using the English language
     + Strong listening skills
     + Capacity to react decisively and effectively
     + Exceptional ability to engage others quickly
     + Ability to work independently or with a team with little supervision
     + Effective organizati0nal and planning abilities
     + Ability to multi-task and work at a rapid pace
   * Sales
     + Ability to “sell appointments”
     + Ability to probe and quickly identify business needs, desires and opportunities
     + Ability to get individuals curious and excited about service offering
     + Exhibit superior customer service and relationship-building skills
   * Computer Skills
     + Strong data entry skills
     + Literate in MS Office Suites; Outlook, Word, Excel, PowerPoint
     + Intermediate level internet navigation skills- searches, bookmarking web pages, and send and receive emails.
4. Position Requirements
   * Work Experience
     + 2+ years of B2B appointment setting, lead generation or outbound cold-calling experience
   * Education
     + High School Diploma or equivalent, Associates degree preferred
   * Licenses and Certificates
     + None required
   * Driving Requirement
     + None required
   * Physical Demand Level
     + Sedentary 100% of the time
     + Lifting less up to 10# 100% of the time
5. Wage Compensation
   * Full-time
   * Competitive hourly wage
   * Monthly commissions and bonuses