



JOB DESCRIPTION

JOB TITLE:	Faster Britain Telesales Executive	ROLE LEVEL:	Mid
DEPARTMENT:	Marketing	REPORTS TO:	Head of Marketing
MANAGEMENT RESPONSIBILITY FOR:	None	DATE OF JOB DESCRIPTION:	30/11/2023

About ITS

ITS is building business networks fast across key conurbations and is now regarded as the leading business fibre network in the UK. We exist to ensure that every business has access to full fibre gigabit-capable connectivity, through our growing 500+ strong partner community. This enables opportunity, progress, exploration, creativity, innovation and commerce.

As the Government promises 100% Gigabit capability by 2030, we're playing a key role by delivering ultrafast connectivity to business dense areas across the UK, working with local authorities and public sector organisations to maximise connection rates. Our 'Faster Britain' network now passes over 25% of all business premises (spanning the North West, Yorkshire, the Midlands, the South-West and London) with an ambition to reach a million businesses in the coming years. Limitless potential for everyone.

ROLE DESCRIPTION:

This exciting role will support the sales and marketing function, across all aspects of inbound and outbound telesales, to generate new connectivity interest in our 'Faster Britain' network.

You will be responsible for self-sourcing new leads via a number of sources, but predominantly Google and LinkedIn, as well as working with marketable data where businesses are close to our network. Outbound calling will be a large part of the role (30%) so being able to turn cold-calls into warm leads is key, as will inbound enquiry follow-up and nurture.

Not all our network areas perform the same; some fly and some need more help – so there'll also be particular focus on underperforming areas. You will be expected to get out in the field 2-3 days a month for leaflet dropping along key network routes, so driving is a must.

The role will also manage the LiveChat function on www.fasterbritain.com, helping end-user businesses with connectivity queries and early sales enquiries. You'll use creative thinking to identify new opportunities which may include abandoned line checks for instance.

With a considered purchase like business connectivity, many businesses may be in contract so capturing contract end-date is key to building up the pipeline and re-engagement strategies when the time is right.

You'll be provided with full training and support, with plenty of opportunity for progression within the wider team and business. We'll share market intelligence too, helping you succeed in a fast-moving industry. Your success is our success.

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The successful candidate will use their understanding of key connectivity challenges faced by businesses both large and small, with a grip on regional competition, to develop a strategy to engage our market and exploit every opportunity.

You will work closely with key stakeholders, including the wider Marketing team and our specialist Account Management teams, as well as a small selection of key partners who you'll eventually pass end-user leads to, once buy-ready.

KEY RESPONSIBILITIES:

The key accountabilities include but are not limited to;

- ✓ Working with both lead data, CRM (Salesforce) data and marketable data to achieve the weekly SQL target
- ✓ Ensure that all relevant information you capture is entered onto the CRM database (Pardot/Salesforce)
- ✓ Make data-led outbound calls to introduce Faster Britain and our services
- ✓ Triage inbound enquiries and handover to appropriate partners
- ✓ Manage our online LiveChat function
- ✓ Leaflet dropping to create opportunities in the field
- ✓ Re-engage with businesses once their contract-end becomes due
- ✓ Work closely with the Faster Britain Marketing Manager to deliver lead targets and support campaign activity, especially in under-performing locations
- ✓ Work to agreed KPI's sales and call targets
- ✓ Lead by example, role models behaviours in line with the ITS values

About you

You will have a demonstrable track record of...

- A minimum of 2 years in a similar sales role
- Knowledge of sales principles and methods
- Experience in assessing target geographies for outbound calling
- Delivering quantifiable quality leads in a B2B environment
- Have a professional but warm phone manner – able to build rapport easily
- Able to identify the right person to speak to, to get a foot in the door
- Excellent understanding of the English language, both written and verbal
- Motivated self-starter and driven to meet objectives and targets
- Be ambitious, enthusiastic and confident
- Quick and eager learner
- Knowledge of CRM systems (Salesforce) is desired but not essential
- Personable, polite and adaptable to change
- Ability to travel occasionally throughout the UK
- If you enjoy being part of a friendly working environment that is fast-paced, then this role is definitely for you

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Note:

All job descriptions outline the key accountabilities and requirements for the role and will form the basis for individual performance assessments/reviews. These are non contractual and are subject to review and amendment from time to time as seen necessary by the organisation.