

Job Description

Job Title: Telemarketing Assistant
Position: Temporary full time vacancy for a 3 month period
Place of Work: 101 McDonald Road, Edinburgh, EH7 4NW
Purpose of Job: Setting up Sales Appointments
To Whom Responsible: Database Marketing Manager

Job Purpose

We require a telemarketing assistant to work through a list of prospects and generate appointments for our sales executives. Hours and days of week to be worked are negotiable. A bonus will be available upon satisfactory achievement of targets.

This role is for you if you can already demonstrate call conversion success and you are used to spending the day following up leads by phone. You will also update our CRM database after each call. Other tasks include the follow up of mailing and e-mailing marketing campaigns and client research. A great telephone manner and a positive, helpful and enthusiastic attitude are vital as is an ability to be a team player and to take initiative. Training will be provided but telephone sales skills and data inputting abilities are essential.

Main tasks

- Generate introductory appointments for the field salesforce
- Follow up email campaigns and information pack requests
- Gather information in terms of office equipment supplier, number of copiers/ printers, general print requirements, renewal times, etc.
- Update and maintain the accuracy of sales & marketing data day to day
- Validate full contact details including unusual spellings, main contact names, office addresses, post codes and gather missing details - job titles, email addresses etc.
- Assist in managing email data in AX and Wizemail email engine and production of regular activity reports, competitor analysis reports

Personal Skills

- Must be confident and proactive in contacting prospects by phone
- Previous telephone sales skills essential for appointment making
- Accurate and efficient data inputting skills
- Good knowledge and experience of Microsoft Office, Excel and Outlook

Benefits

- Staff parking available
- Rate of pay dependent on experience

The Company

Capital Document Solutions, is Scotland's largest independent supplier of office equipment – copiers, printers, scanners – and document solutions, with 200 employees working out of Edinburgh, Glasgow, Aberdeen, Dundee, Inverness and Shetland. As digital technology has developed, our products have expanded to provide clients with the best equipment and software to manage their digital and print requirements. We are a leader in our field and also one of only 7 approved Scottish Procurement suppliers, with a range of electronic document solutions that produce, manage and distribute documents cost effectively for both the private and public sectors. Our reputation in the industry is second to none and has been built upon over the years by our highly trained staff. Capital has grown significantly since being established in 1979 and acquired Highland Office Equipment in Inverness last year.

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