

Special Management Series

Telemarketing Job Description

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 303 Series

Management - JWO 327



Telemarketing Job Description



Telemarketing Job Description

The telemarketing job description clearly outlines the tasks and responsibilities of the telemarketing role. **Adapt this telemarketer job description for your own use.**

Telemarketing jobs **involve promoting a wide variety of products and services** either via direct selling or through information gathering.

The job tasks may vary from industry to industry but **these core responsibilities, activities and competencies apply to the majority of telemarketing jobs.**

Telemarketing Job Description



TELEMARKETING JOB

General Purpose

Contact businesses and individuals by telephone in order to promote and sell goods and services, receive orders, gather information, verify details or request donations for charitable causes.

Telemarketing Job Description



Main Job Tasks and Responsibilities (cont.)

- Contact businesses and private individuals by telephone to promote products, services and/or charitable causes
- Solicit orders for goods and services over the telephone
- Explain the product or service to potential customers
- Deliver scripted sales pitch to the customer
- Adjust scripted sales pitch to meet needs of specific individuals
- Provide pricing details
- Handle customer questions
- Obtain customer information including names and addresses

Telemarketing Job Description



Main Job Tasks and Responsibilities

- Record customer details including reaction to the product or service offered
- Receive orders over the telephone
- Input order details into the computer system
- Record customer details and details of transaction
- Confirm orders placed with field sales representatives
- Obtain contact details of potential customers from sources including telephone directories and purchased lists
- Schedule appointments for sales staff to meet prospective customers
- Conduct customer and marketing surveys
- Answer telephone calls from potential customers who are responding to advertisements
- Contact customers to follow up on initial interaction

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Good Selling !



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