

### Telemarketing Executive

Riskex has enjoyed continued, double-digit growth during 2020 and as a result, we are now looking for a target-driven, resilient and motivated telemarketer to join our team to support our marketing and sales efforts.

The primary purpose of this role is to make outbound calls to prospects and clients, in order to generate qualified sales leads and book online product demonstrations and appointments for our sales team. You will be responsible for influencing existing or potential customers to buy Riskex products and services.

As Telemarketing Executive, you must be able to understand customer requirements quickly and articulate how the features of our products translate into benefits that help them to solve their health and safety challenges. You will rely on your excellent communications skills, persuasive manner and friendly and helpful approach to build relationships at all levels of a prospect's organisation.

### Key Responsibilities & Critical Success Measures

- Meeting all agreed lead generation KPIs and appointment/demonstration targets
- Manage raw leads by list building to ascertain contact details for target prospects
- Qualify all leads using BANT methodology
- Manage all lead qualification activities for allocated leads, including list building, cold calling and booking sales appointments / online demonstrations
- Preparing and sending marketing information requested by prospects during the qualification stage
- Maintain all records related to your activity within the bespoke Riskex CRM system, following all processes consistently, accurately and to a high standard
- Carry out online research for prospective organisations, to optimise sales targeting and inform marketing campaign planning
- Carry out telemarketing campaigns to invite prospects and clients to attend Riskex events (webinars, online group demonstrations, customer forums and focus groups etc.)
- Maintain an updated and accurate appointment-setting schedule and report on this weekly
- Build and maintain product knowledge: understand the business and technical problems that our solutions address. Stay current on the Riskex product roadmap, understanding the features and functionality of all product modules and packages, and how these are applied to address client needs
- Build awareness of; and maintain up-to-date insights regarding health and safety market trends and the competitor landscape

### Candidate Profile

- Passionate about delivering the best customer experience possible and contributing to a strong, customer-centric company culture
- 2 years plus in a telephone-based customer facing role – this could be telemarketing, telesales or customer services
- Confident and articulate telephone manner
- Experience in using CRM systems
- Excellent communication skills – both written and verbal
- Good working knowledge of Microsoft Office applications
- Strong interpersonal skills and empathy with prospects
- Strong influencing skills
- Well-structured and organised, able to prioritise workload and work under pressure
- Takes ownership of issues to get resolutions that benefit the business/customer

### About Riskex

Ground-breaking innovators of cloud-based software since 2004, Riskex delivers the market-leading Health, Safety and Covid-19 management software brands – AssessNET and Safe2Day. Based in luxury offices in Milton Keynes, our technology is trusted by household names, such as Ikea, Ocado and University of Cambridge, along with many other blue-chip organisations who rely on our technology to keep their employees safe and to protect their businesses from risk.

We are an established business with a strong financial base but have the agile mindset of a start-up. Having proven our technology in a highly competitive landscape, we now want to scale our business to move to the next level.