

Job Description/Opportunity	
Job Title	<b>B2B Outbound Sales</b>
Location	Basingstoke
Tenure	Part time/Full time
Package	Competitive
Key Purpose	<p>Carbon Footprint Ltd is a leading environmental consultancy business, helping organisations reduce their environmental impact, and helping them support carbon reduction projects around the world. This helps our customers develop their green brand credentials, which they benefit from in their own marketing.</p> <p>You will be responsible for outbound lead generation within a number of key vertical segments – responsible for getting connections with decision makers in these organisations and booking meetings with them.</p>
Key Tasks	<p><b>B2B Sales</b></p> <ul style="list-style-type: none"> <li>• Cold Calling target companies from already generated list</li> <li>• Identifying decision maker we need to be speaking with</li> <li>• Booking meetings (these may be telecom/videocom/F2F with key decision makers in our target segments)</li> </ul> <p><b>Marketing &amp; Admin</b></p> <ul style="list-style-type: none"> <li>• Following up your calls with follow up emails - these may include to introduce the business a little more (using existent marketing materials)</li> <li>• Confirmation of meeting bookings</li> <li>• Assistance with sales proposal preparation (training will be given)</li> <li>• Follow up calls to close out sales proposals</li> <li>• Reporting progress to marketing director and refining call strategies with them</li> </ul>
Candidate Requirements	
Profile	Graduate or good A level calibre. You will be enthusiastic, a natural self-starter, capable of working alone and within a team to deliver projects often to tight timelines. You will have previous successful B2B telemarketing experience – ideally within technical or charitable business. You will be a confident, ‘people’ person with excellent and natural people skills that allow you to speak with business people at all levels - particularly director level and their personal assistants. You will have an entrepreneurial flair, being able to spot new ways of finding the buyers..
Qualifications	
Experience	B2B Telemarketing – within a technical, environmental or charitable organisation.
Skills / Knowledge	Excellent phone skills, tenacity, should know the basics about climate change and understand why it matters to businesses and brands.

Please apply with your CV to [wendy.buckley@carbonfootprint.com](mailto:wendy.buckley@carbonfootprint.com) (no agencies please).