



Job Specification

TELEMARKETING & APPOINTMENT MAKER

Position type: Permanent, Full-time
Location Ipswich, Suffolk

Bauder treats personal data collected while managing your Job Application in accordance with our Data Protection Policy. Information about how your data is used and the basis for processing your data is provided in our Job Applicant Privacy Notice, this is published to our website within the Careers Section <https://www.bauder.co.uk/about-us/careers/current-vacancies> or available upon request from the HR Department.

Introduction, about us:

Bauder is a leading international manufacturer of building construction materials. We provide our clients with a complete technical roofing solution and package from inception to completion, to meet their every requirement. Our service is centered upon our dedication to provide a waterproofing system that fully understands all the individual issues of any project and fully responds to the needs of the client.

Our flat roof systems are designed to provide a high quality, single source solution for every application and client need. Whether green roofing to bitumen membrane, and from hot melt to cold liquid applied, right through to BauderSOLAR PV panels, giving energy for sustainability.

Bauder flat roofs represent an industry leading commitment to deliver technologically advanced roofing products, which meet the diverse needs of the roofing industry in terms of budget, performance and function of the highest quality. The Bauder name synonymous for quality, design and service.

Our people focused culture originates from a strong family ethos and the belief that our success is determined through our people, who are at the very heart of what we do. We place great attention to detail on recruiting the right person, team fit is as important to us as skillset and people join us for a career and not just a job. We have fun whilst we work and reward, recognise and develop the capabilities of our people. The commitment from all our people undoubtedly drives the high levels of business performance and success enjoyed today.

'you work with friends not colleagues' (Area Technical Sales Manager)
'the Company really looks after you as a person' (Technical Administrator)
'there is a strong commitment to employees and sense of trust and fairness' (Manager)

Would you like to be part of an extremely successful, team spirited business, with a motivated people driven culture? A business which focuses upon building your career, supporting and encouraging your development and fostering autonomy, ownership and accountability. We offer a highly competitive remuneration package and lifecycle of benefits, designed to protect you and your family. Our accolades validate our employer credentials, we are the first in our sector to be awarded the prestigious Investors in People Platinum award and are proud to be one of only 78 Platinum accredited organisations in the UK.



Objective:

Reporting to the Head of Marketing this role delivers telephone appointment setting and sales support for a UK and Ireland field sales team. You will be targeted with achievable KPI's and proactively responsible for following up these enquiries, promoting Bauder services, building strong relationships and ensuring excellent customer service. In return for hard work and commitment, you will be rewarded with a highly competitive salary, an achievable monthly OTE, and company performance bonuses (subject to qualifying criteria).

Outcome expectation per week **20 meetings or CPD bookings**

Qualities:

As a Telesales & Appointment Setter, you should be confident, competitive, driven and enthusiastic with a 'can do' attitude and ability to work well under pressure. Customer care is key; therefore empathy, service led approach and excellent communication skills are essential to develop and nurture sales opportunities.

You will have a proven background in telesales and meeting outcome targets, along with strong organisational and administrative abilities and a desire to progress within a small and focused team to develop this element of the marketing function.

Responsibilities/duties:

Your daily responsibilities involve calling decision-makers responsible for the specification of roofing systems on construction projects across the UK and Ireland. You'll need to establish credibility quickly and then open up the conversation, so clients share information about their building design and plan for the construction project. If the conversation is such that it matches the service we offer or their project has reached the stage where our involvement is timely, you will be responsible for booking an appointment for the locally based area technical manager to meet them face-to-face.

Area Technical Manager (ATM) and Business Development Manager (BDM) Accounts

To deliver telemarketing and appointment setting calls with associated research and data management for (on average) 200 new contacts per month.

- To input data and maintain records within the CRM package
- Calling identified contacts to drive the following outcomes:
 - Increase meetings to clients, where a meeting may consist of the delivery of a CPD presentation or an individual client meeting to targeted conversion rates.
 - To book appointments and follow the process through with sending associated meeting invites, and updating Outlook Calendars
 - To promote Bauder to all contacts through telephone conversations and email correspondence – 100% of contacts to receive email correspondence.
- To correspond with the relevant ATM or BDM on all outcomes

Marketing Accounts

To deliver telemarketing and appointment setting for the contacts gained through all forms of marketing touchpoints and will include contacts gained from: exhibitions, users registering with our website, purchased contact data lists, incoming correspondence and requests, and digital responses to email campaigns.

- To respond appropriately to the contact to determine;
 - If they received/gained all the information they desired
 - Discover what project they are currently working on
 - If there is further supportive information, we can provide
 - If there is an opportunity for the ATM to meet with the contact and book an appointment with all necessary people, sending meeting invites and corresponding Outlook calendars.

- To correspond with the relevant ATM on all outcomes
- Initiating e-shots
- Deliver cold calling telephone marketing
- Build rapport and relationships with key clients and Area Technical Managers
- Researching potential clients and projects to then qualify construction-based contacts and leads

Key Criteria

- Minimum of two years telemarketing experience of appointment setting, within a professional B2B sales environment
- Results and target orientated with a strong desire to achieve
- Outstanding telephone communication skills – confident & strong communicator
- Research and fact finding abilities
- Negotiating skills
- Flexible and able to work under pressure
- IT literate, previous experience using a CRM system
- Excellent organisational and time management skills
- Ability to work effectively as part of a team

Bauder is an Equal Opportunities employer

(This job specification is non-exhaustive and subject to change and amendment as the Company deems necessary).