

NORTEC JOB SPECIFIC SKILLS COMPETENCY

TELEPHONE SOLICITOR (Telemarketing Sales Representative)

DOT: 299.357-014 / O*NET-SOC: 41-9041.00 SVP 3

Job Description: Solicits orders over telephone for a company's merchandise or services and/or arrange an appointment between prospect customers and an outside sales representative. Physical Demands - Sedentary w/occasional lifting, carrying (up to 10 lbs); General Educational Demands - R3 M3 L3; Aptitudes - Average General Learning Ability, Verbal, Numerical, and Clerical Perception.

CORE SKILL COMPETENCIES/INDIATORS

1. Can demonstrate a thorough understanding of the company's policies and procedures. (IN, S)
2. Can demonstrate a thorough understanding of the merchandise/service the company offers. (IN, S, T)
3. Can demonstrate ability to learn company's prepared sales talks. (IN, I, S)
4. Can demonstrate ability to call prospective customers to explain type of merchandise/service offered by company. (IN, I, S)
5. Can demonstrate ability to correctly answer questions about the nature and cost of the company's merchandise/service. (IN, I, S)
6. Can demonstrate ability to overcome objections in order to persuade potential customers to purchase the company's merchandise/service. (IN, I, S)
7. Can demonstrate proper follow-up techniques/procedures. (IN, I, S)
8. Can demonstrate ability to accurately record name, address, purchases, method of payment, and reactions of prospects solicited. (R, IN, S)
9. Can demonstrate ability to accurately key data from order card into computer. (IN, S, T)
10. Can demonstrate ability to update database when customer contact information changes. (IN, S, T)
11. Can demonstrate ability to prepare reports on sales activities. (IN, S, T)
12. Can demonstrate ability to develop lists of prospective clients from city and telephone directories. (R, IN, S)
13. Can demonstrate ability to send e-mail about product information to prospective customers. (IN, S, T)
14. Can demonstrate ability to send web links to prospective customers. (IN, S, T)
15. Can demonstrate proper procedure for arranging appointments between prospective customers and outside sales representatives, as necessary. (IN, I, S)
16. Can demonstrate ability to appropriately answer general telephone calls and furnish information to caller, or refer call to appropriate person. (IN, I, S).
17. Can demonstrate basic computer skills. (IN, S, T)
18. Can demonstrate ability to deal effectively with people. (I)
19. Can demonstrate ability to work independently and appropriately prioritize tasks to complete assignments/responsibilities. (R, I)