

## Job Description

<b>Job Title:</b>	Lead Generator Consultant
<b>Current Occupant:</b>	New Position
<b>Reporting to:</b>	Lead Generation Manager
<b>Roles and responsibilities:</b>	To generate qualified first business meetings for the sales team. To develop the skills and motivation required becoming an internal sales resource with a rounded knowledge of the technical and commercial aspects of the company.
<b>Targets:</b>	Daily – 150 calls Weekly – 750 calls Monthly – 3000 calls  (Demo targets change month to month but an average of 12 Demo's per month)

### Overall learning Approach.

The Role will require specific telephone, sales and technical training undertaken by mentoring and formal training.

Self-learning approach: Including Private Reading Technical, Service Desk Market and Business books

### Key Task and Performance Indicators

**1. Key task:** Generate Leads and Meetings to generate sales target of £3,000,000 for 2009

**Skills:** Determined gritty approach, complex/strategic selling, communication, time management, enthusiasm and teamwork.

**Knowledge:** Products, targets, commercial, Campaign management.

### Measurement of Performance:

Consistent meeting of team targets, a supportive approach to your Team members.

**Skills:** Communication, efficiency, prioritising, time-management, teamwork, telephone, presentation techniques.



**Knowledge:** Office systems, sales regions, Excellent product knowledge and Market understanding

**Measure of performance:**

Call to outcome ratio, meeting quality, quality of support supplied, sending information and correspondence to prospects same day/ deadline (as applicable), and up to date filing of information, keeping internal systems up to date.

**2. Key task:** **Setting up demonstration appointments against target.**

**Skills:** Communication, efficiency, prioritising, time-management, teamwork, telephone.

**Knowledge:** Office systems, sales, basic product knowledge, basic selling techniques, market awareness.

**Measurement of performance:**

Number of appointments made against target regions (weekly, monthly, quarterly, annual reporting), quality of demonstrations, maintenance of pipeline of leads.

**3. Key task:** **Working to ICCM's corporate and sales standards.**

**Skills:** Attention to detail, punctuality.

**Knowledge:** ICCM's corporate and consultative sales standards.

**Measurement of performance:**

Conformity with standards set out in company and sales handbooks. Punctuality, business like appearance.

