

The Franklin Mint Position Description

Outbound Lead Sales Representative

Mission Statement:

The mission of the Outbound Lead Sales Representative is to assist the outbound supervisor in implementing policies and procedures at The Franklin Mint, while mentoring and coaching the outbound staff to achieve daily, weekly and monthly sales goals.

Assisting management, the Outbound Lead Representative will guide the outbound telemarketing representative through the seven steps of a sales call, teaching the representative how to building rapport and groom the collector into a repeat customer. This will then translate into creating well rounded telemarketing representatives who will drive sales and increase revenue. The primary measurement of success for the Outbound Sales Lead Representative will be the overall attainment of daily, weekly, and monthly sales on a consistent basis.

Requisite Skills/Experience:

The Outbound Lead Sales Representative must be well above average in his or her communication skills. Have 1 year+ experience managing or assisting management in sales. Also should have strong computer skills using such systems as, MS Word, MS Excel, and MS Outlook.

Listed below are the key areas of experience, and measurable accomplishments, an Lead Sales Representative must possess:

1. Coaching: the ability to monitor a telephone call, and provide the feedback gained from that to help better the
2. Monitoring: attentively listening to sales representatives using the Franklin Mint monitoring skill set and using the information as a teaching tool to improve his or her performance.

3. Strong problem solving skills: the ability to constructively handle unexpected problems. Strong Analytical and Mathematical skills are a plus.
4. Decision making: the ability to make sound decisions within the promotional offers, as well as the policies and procedures.
5. Takes initiative and demonstrates willingness to act with a sense of urgency. Can also accomplish objectives in a team environment.
6. Communication is a key. Must have excellent verbal, written, and listening skills.
7. The ability to work effectively with others, including a diverse population.

Background:

The Franklin Mint is a world-renowned direct marketing company whose products are sold primarily via a story-telling creative designed to touch an emotional chord within the customer that then turns into sales. The telemarketing channel provides direct contact to our customers. This contact is a critical vehicle to make the most compelling story telling possible, potentially driving more sales. The Franklin Mint seeks a self-starter to drive this effort in an aggressive, professional, and creative manner.

The Outbound Lead Sales Representative will be working with management to prepare the outbound sales representative how to formally address consumers, maneuver through the sale process, and overcome objections that may prevent a sale. Therefore increasing productivity, sales, and morale for the department.

Leadership Traits:

The Outbound Lead Sales Representative must possess excellent verbal and communication skills. The Outbound Lead Sales Representative must be able to communicate clearly with diverse representatives. Always being an advocate of education for the Franklin Mint in a positive and professional manner towards representatives. He or she must be a positive role model, able to adapt to a fast pace work environment, and an effective listener.

- The Outbound Lead Sales Representative must be persuasive, communicative, versatile, independent, and success driven with a high level of energy, intellect, and integrity.

Personal Characteristics:

The Outbound Lead Sales Representative must possess the highest level energy, and must be passionate about The Franklin Mint and its products. He/she must be a positive role model and a change agent, reflecting the best of The Franklin Mint's culture and value system. This culture is best described as being driven by excellence, best practices, and results:

- Must be flexible: open changing plans to meet objectives.
- High Energy: a capacity for doing work and overcoming obstacles.
- Enthusiasm: the eagerness and a visibly high level of interest in all areas
- Commitment and professionalism: the ability to meet specific deadlines, and address all Franklin Mint collectors in positive and appropriate ways.
- Self-presentation: the ability to model desired behaviors.
- Self-management: the capacity to work effectively without being micro-managed.
- Self-objectivity: able to seek and accept constructive feedback.

Position Responsibilities:

1. Coach representatives towards achieving daily, weekly, and monthly sale objectives
2. Deliver productivity results that meet the Franklin Mint performance objectives: by monitoring each representative and reviewing constructive feedback with them.

3. Uphold standard campaign scripting: by following the seven steps of a sales call, build rapport, and overcoming collector objectives.
4. Adhere to operational processes which comply with Franklin Mint standards (such as campaign scripts, policy and procedures, system usage, and attendance policy).

Measurement of Success:

1. The development and successful implementation of tactical and strategic sales plans and programs which will lead to the achievement of monthly, quarterly, and annual Franklin Mint sales and earnings objectives.
2. The overall positive impact of the position inside and outside the company, as it relates to achieving the company's growth objectives, and enhancing The Franklin Mint's brand recognition and equity around the world.

Reporting Structure:

Position: Outbound Lead Sales Representative

Primary Matrix Interfaces:

1. Director of Telemarketing
2. Department Educator
3. Customer Service Supervisor
4. Collections Supervisor