

The Franklin Mint Position Description

Outbound Sales Representative

Mission Statement:

The mission of the Outbound Sales Representative is to create excitement about The Franklin Mint and its products by providing commitment and professionalism to our customers, while meeting and exceeding daily, weekly, and monthly sales goals set forth by direct management.

With the direction of management, the Sales Representative will learn how to navigate through the seven steps of a sales call, with each customer, along the way building rapport to groom the collector into a repeat customer. This will then translate into increased sales and customer retention. The primary measurement of success for the Outbound Sales Representative will be the overall attainment of daily, weekly, and monthly sales on a consistent basis.

Requisite Skills/Experience:

The Outbound Sales Representative must be well above average in his or her communication skills. And possess basic computer and data-entry skills.

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

1. Communication is a key. Must have excellent verbal, written, and listening skills.
2. The ability to work effectively with others, including a diverse population.
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.

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 Sales Representative will be the front line of communication between the Franklin Mint's newest product lines and customer relations. Therefore further spreading the Franklin Mint's name through amazing collector management, and excellent customer relations.

Leadership Traits:

The Outbound Sales Representative must possess excellent verbal and communication skills. The Sales Representative must be able to communicate clearly with multiple diverse consumers. Being an advocate to spread the name of the Franklin Mint in a positive and professional manner to the public. He or she must be a positive role model, and able to adapt to a fast pace work environment.

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

Personal Characteristics:

The Outbound 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. Deliver sales: Based on contacts, shipped dollars, and dollars per sale.
2. Deliver productivity results that meet the Franklin Mint performance objectives.
3. Adhere to standard campaign scripting, build rapport, and overcome 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 telemarketing 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 Sales Representative

Primary Matrix Interfaces:

1. Day Shift Lead
2. Night Shift Lead
3. Department Quality Lead