

The Franklin Mint Position Description

Supervisor of Outbound Sales

Mission Statement:

The mission of the Supervisor of Outbound Sales is to lead their team to the overall attainment of daily, weekly, and monthly sales goals. The Supervisor plays a vital role in the selection, training, development and mentoring of their team members. The mission of the department is to build strong, long term, successful and profitable relationships with our customers. Therefore it is paramount that the Supervisor ensures their team maintains professionalism while successfully achieving sales quotas.

Supervisors manage daily sales performance, monitor results and make timely adjustments as needed to ensure daily targets are achieved. Timely communication as to the success of each campaign performance to the Director of Telemarketing is essential. A successful supervisor not only identifies problems but offers solutions.

Requisite Skills/Experience:

The Supervisor of Outbound Sales must be strategic, analytical, self motivated, and personable with a results oriented focus.

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

- Excellent communications, interpersonal and leadership skills.
- Extensive supervisory experience in an outbound telemarketing environment.
- Strong sales skills and the ability to impart those skills to others.
- Creativity and enthusiasm. A true team leader
- Significant knowledge of and experience with call center technology. Competency with spreadsheet and word processing software a plus.

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 Supervisor of Outbound Sales will lead their team of Sales Representatives to meet and exceed revenue objectives. They will utilize industry technology, and sales strategies which will enable the outbound sales department to leverage sales with profitability.

Leadership Traits:

The Supervisor of Outbound Sales must possess visible leadership skills with a reservoir of high energy and must be passionate about The Franklin Mint. He/she must be a positive role model, 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:

- The Supervisor of Outbound Sales must be open, participative, communicative, versatile, independent, entrepreneurial, and success driven with a high level of energy, intellect, and integrity.
- The Supervisor of Outbound Sales must instill a strong team spirit and singleness of purpose in executing the Mission Statement of this position. The success of the Supervisor of Outbound Sales ensures that the overall corporate growth, sales, and earnings objectives of The Franklin Mint are met and/or exceeded on a timely and consistent basis.

Position Responsibilities:

- Supervise the day to day activities of a team of outbound sales representatives.
- Develop and maintain employee records related to performance, attendance, compensation, etc.
- Observe and monitor employee activities and provide constructive feedback, counseling, and mentoring which results in improved performance and enhanced motivation/morale.
- Monitor real-time group performance through the use of our lead management system, order entry system, predictive dialer, etc., and intervene as required to assure optimum performance.

- Work closely and cooperatively with peer supervisors and Director of Telemarketing to assure the success of the overall function.

Measurement of Success:

1. The development and successful leadership of their team 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: Supervisor of Outbound Sales

Reports to: Director of Telemarketing

Primary Matrix Interfaces:

1. Customer service Supervisor
2. Telemarketing Supervisor
3. Collections Supervisor
4. Department Educator
5. Inventory Specialist
6. Internet content manager