



Marketing Support Network, founded in 1982 and located in Bridgeville, PA, is a performance-based marketing agency that provides call center services and custom digital marketing solutions for NPO, B2C, B2B organizations.

JOB DESCRIPTION: Sales and Lead Generation Agent

WORK SCHEDULE: Monday – Friday, Full-Time

HOURS: 40 hours

REPORTS TO: David Pienaar, Director of Outbound & Digital Services

SCOPE:

The Inside Sales & Lead Generation Agent position is responsible for selling products or services through the achievement of opportunity-based sales. The position will develop phonebased revenue generation by establishing ongoing rapport with existing and potential customers using excellent telephone sales and communications skills. Reaching business targets through creation of sales leads, initiation of prospect calls, answering incoming calls from prospective clients and following up on leads. Integrity, vision, and passion are essential for this role.

DESCRIPTION:

We are looking for a talented and competitive Inside Sales Representative that thrives in a quick sales cycle environment. An inside sales rep will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives. You must be comfortable making forty calls per day, working with channel partners, generating interest, qualifying prospects and closing sales.

SUMMARY OF RESPONSIBILITIES:

- An inside sales rep will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives
- You must be comfortable making forty calls per day, working with channel partners, generating interest, qualifying prospects and closing sales
- Handle inbound, unsolicited prospect calls and convert them into sales.
- Maintain and expand the company's database of prospects by conducting research to find new leads.
- Cold-call, text, and email prospects to qualify the lead; identify decision makers to begin the sales process.
- Sending mass/individual text messages to leads & follow up.

- Overcome objections of prospective customers.
- Client Account maintenance in CRM database.
- Collaborate with Sales and Business Manager to determine necessary strategic sales approaches.
- Develop a calendar of activities to continually work prospect list.
- Provide prompt and courteous customer service.
- Support marketing efforts such as trade shows, exhibits, and other events.
- Assist all departments where needed for success of entire team.
- Perform other duties as assigned.

QUALIFICATIONS & REQUIREMENTS:

- Proven inside sales experience
 - Track record of over-achieving quota
 - Strong phone presence and experience dialing dozens of calls per day
 - Proficient with corporate productivity and web presentation tools
- Flexible work schedule
- Excellent communication skills, including verbal with proper grammar.
 - Ability to work with others in a close manner.
 - Clear communicator & relational.
 - Strong computer skills.
 - Good multi-tasking skills.
 - Self-motivated.
 - Organized.
 - Manage Spreadsheets.
 - Ability to navigate CRM's.
 - Adaptability/Flexibility.
 - Accountability and Dependability.
 - Ethics and Integrity.

EDUCATION:

- High School Diploma or equivalent

Physical Requirements:

- Stationary work environment
- Extensive phone use

All applicants can submit their resume to: jmackowiak@msnconnect.com