



## JOB DESCRIPTION - Sales Lead Generator

### Why We're Here

We are here quite simply to bring positive and environmental change to communities.

Our mission is to enable local people to empower their communities, groups and workplaces and bring about widespread positive change, helping to build a sustainable world for future generations.

We will only be able to do this by employing individuals whose personal values are aligned with our team values. We are looking for passionate people, who believe in a better future, seek to amaze in how and what they deliver, can do the right thing and be professional.

Welcome to VocalEyes.

### Why You're Here

Working as part of the Sales team, the Lead Generator will be responsible for making outbound calls to councils, housing associations, community groups, organisations, and companies within the UK. They will be researching these potential leads and updating our records, in order to find out how we can meet the changing needs of the markets.

The Lead Generator will take ownership of generating new leads for the business and aim to maximise the potential from each call with an excellent telephone manner and upbeat outlook. In addition the Lead Generator will convert outbound dialling leads into qualified appointments, and pass these leads on to the relevant person in order to make sure that the customer will have the best possible experience.

**VocalEyes Democracy C.I.C.**

Community Interest Company | Social Enterprise | Limited by Guarantee | Company No: 12110652

Environment Centre, Pier Street, Swansea. SA1 1RY

[info@vocaleyeyes.org](mailto:info@vocaleyeyes.org) | 0800 689 0290 | <https://vocaleyeyes.org>

## What You're Here To Do

The Lead Generator's responsibilities and duties are outlined in the key areas below.

### Sales:

- To act as an ambassador for the company, and promote the organisation, its products and services.
- To be responsible for making outbound calls on a daily basis using data provided.
- To work closely with the Business Development Manager and Sales team to ensure leads are generated within various sectors.
- To convert the calls to new business leads.
- To achieve agreed personal and departmental targets.
- To inform potential customers on the company's products and services.
- To gather relevant customer information.
- To use company databases/CRM to gain potential leads.
- To be proactive in identifying opportunities for new business.
- To input and maintain customer information onto the company CRM.
- To ensure customer satisfaction at all times.
- To deal with telephone queries.
- To build relationships with colleagues and customers.
- To deal with customers in a professional manner at all times aligned to our values.
- To ensure service is prompt, polite and professional standards are kept.
- To assist with other departments as required.

### People/Team

- To foster good relationships with all internal departments and teams.
- To proactively support management and the team by suggesting new ideas and questioning strategies where appropriate.
- To refer to senior team members for advice and support.

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- To attend all staff meetings and training sessions as and when required.
- To maintain a customer-orientated approach and demonstrate a professional approach to work and team mates at all times.

In addition to the above main responsibilities, the Lead Generator will be required to undertake any other task, deemed to be appropriate to the job role.

## What You'll Need To Know

The Lead Generator is expected to have the following specialist skills, knowledge and experience:-

- Previous B2B or B2C sales experience
- Excellent communication skills and an excellent telephone manner
- Ability to work independently and under pressure
- Good verbal and written skills
- A positive approach to objection handling is essential
- Good organisational skills and attention to detail
- You must be financially motivated, energetic and reliable with a desire to succeed.
- We are looking for someone upbeat and organised
- An interest in local democracy and participation along with the desire to bring positive change to communities
- Tenacity for high standard of customer service – a complete understanding of customer needs in line with the brand offering and product delivery.
- A good knowledge and understanding of the technical aspects of the following:-
  - Google Suite and associated systems, including CRM
  - Social Networking (Facebook/Twitter/Instagram/LinkedIn)
- Demonstration of the energy, ability and commitment demanded by this role.

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