

THE AGRICULTURAL TRUST

JOB DESCRIPTION

JOB TITLE: Outbound Sales Representative	DEPARTMENT: Circulation and Marketing
REPORTING TO: Circulation & Subscriptions Manager	CONTRACT TYPE: Permanent
WORKING ARRANGEMENTS: 37½ hours per week. Office hours are normally 9.00am to 5.30pm, Monday to Friday plus requirement to attend weekend events. Hours may vary by arrangement with the company.	
OVERALL PURPOSE OF JOB: Make outbound calls on behalf of the organisation's titles to subscribers (renewals/lapsed/new leads). This role will involve educating customers about our products, services and offerings and converting into loyal subscribers. It is critical that the role holder provides a professional, top class customer experience for the organisation's customers.	
KEY TASKS: • Ensure a high conversion rate of subscription sales on behalf of the organisation's titles to subscribers (renewals/lapsed/new leads) through outbound sales calls and in person at relevant events. • Provide a timely response to sales renewals, supporting subscribers with their renewal payments processing and exceptions handling, ensuring a high sales renewal conversion rate (assisted renewals) • Ensure that each interaction with a customer maximises the value of the product, drives product usage, delivering on the product and brand promise. This is a critical responsibility to ensure engaged customer experience, sales-conversion and retention/renewal rates. • From time to time, to deliver best in class member support, taking ownership and resolving customer support queries in a friendly, professional and efficient manner via phone, email, online chat or any other means of communication as may be required. • Achieve monthly, quarterly and annual sales targets across various sales touchpoints, e.g. assisted sales, and renewal sales • Work with your team and manager to support an inspiring environment culture where the customer is at the heart of everything we do. • Gain a superior knowledge of our products and services.	
SKILLS & EXPERIENCE REQUIREMENTS: • Experience in a sales or customer focused driven environment, possessing strong in person and tele service sales skills to upsell leads and renewals • Proactivity, organisational and excellent time management skills • Ability to work as part of a team and on their own initiative including weekend work as required. • Strong communication and English skills with excellent interpersonal and professional communication skills • Multitasking skills- ability to log calls and process customer orders simultaneously • MSOffice skills: Word, Excel, PowerPoint • Experience of databases, particularly CRM, an advantage • Professional, friendly and confident phone manner • Farming background an advantage	
OTHER FEATURES OF JOB: • Responsibilities are flexible and may be changed and / or added to in accordance with business requirements. • The role-holder will be required to work on any project that the company may reasonably delegate at any time and, if necessary, to work as part of The Agricultural team on any publications/tasks as required. • Availability for travel if required.	