



## **Outreach Customer Service Representative**

**Location: Youngsville, NC**

### **General Summary**

Position is responsible for initiating telephone calls to potential, inactive and current customers using prepared scripts for the purpose of promoting Sirchie's products and services. Additionally, calling campaigns will be designed to gather customer intelligence and interest. Calls will also be made on the behalf of outside sales for the purpose of booking geographically relevant meetings and appointments for travel and tradeshow.

### **Primary Duties and Responsibilities**

The duties of this position will start with gathering updated contact data from current, potential and inactive customers and, as comfort and familiarity increases, move on to more complex objectives. In general, all of the following are duties of this position:

- Gather customer contact information, to include name, email, address and phone number(s) of purchasers, users, bill payers, etc. Also, identify specific needs or interests, as well as budgetary cycle(s).
- Promote products and services to determine interest and
  - hand calls off directly through phone transfer to sales team
  - create SLX tickets for follow up by appropriate sales personnel when direct transfer is not possible
  - Schedule meeting with appropriate personnel (phone or in person), when instructed to do so
- Marketing Campaign Support: follow up to mailers and more specifically e-blasts where click through data can assist in prioritizing prospects.
- Tradeshow support and follow up: Calls to customers and prospects in weeks leading up to a tradeshow to book meetings and set appointments for sales personnel in attendance. Also, general follow up to tradeshow attendees to thank them and to gauge interest.
- Outside Sales support – calls within relevant geographic regions to fill the calendar of traveling sales representatives
- Traveling Education and Training programs: Calls to area of training to enroll students.
- All call notes, tickets, calendar actions, etc. must be documented in our CRM

### **Required Qualifications**

- 2 – 4 years outbound call center experience
- Excellent interpersonal and relationship building skills
- Strong verbal and written communication skills

- Proficiency in planning and prioritizing work
- Effective time management, organization and multi-tasking skills

**Preferred Qualifications**

- Education: Four year degree or equivalent in education and experience
- Experience with Customer Relationship Management (CRM) software

Sirchie is an Equal Opportunity/Affirmative Action employer and will consider all qualified applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status.

**Please forward resume to [wward@sirchie.com](mailto:wward@sirchie.com) if interested**