



Job description

Job Title:	Mid Market Internal Sales	Name:	
Group:	Sales	Reports to:	Mid Market Sales Manager
Location:	EMEA	Unique reference number and Version/Date	JDSALES1000 1 17.04.07

Job Purpose: (2 sentence summary)

Prospect and develop new and existing opportunities via outbound telesales activity, by targeting Business with less than 2500 PC's. The ideal candidate would be results orientated sales professional seeking a role in which they can learn and earn in a dynamic, challenging and supportive environment, which rewards personal and team contribution and commitment.

Key Tasks & Responsibilities:

- Make an average of 50 outbound calls per day, representing 180 minutes talk time per day.
- Issue an average of 10 quotes per day and ensure close rate exceeds 50%.
- Identify Licensing Sales opportunities within the target client base.
- In conjunction with the Sales Team Leader, create and monitor account penetration plans.
- Produce revenue and GP in line with current company and individual targets.
- Understand the client's organisation, IT strategy and objectives.
- Ensure all opportunities are qualified, quoted, closed and managed through the appropriate pipeline tool.
- Increase spend per client by adopting a category selling approach.
- Identify opportunities for value added services sales eg: SAM, software deployment, migration, professional services and engage with Insights specialist sales team where appropriate.
- Keep detailed, accurate and up to date prospect and client information within the Insight CRM system and Licensing tools.
- Encourage clients to utilise e-business tools and increase percentage of web transactions in line with company goals.
- Engage and co-ordinate with BDM for external client visits.
- Fully understand client requirements and ensure accuracy in quotations in order to improve client experience and minimise returns.
- Implement an effective system for following up and providing feedback on vendor leads.
- Actively Participate in product focus campaigns, and promote Alliance partners.
- Maintain co-operative and productive inter-departmental relationships to deliver exceptional client services at all times.
- Take personal responsibility for, and actively engage in product, systems and skills training and development.
- Take personal responsibility for determining and satisfying the dynamic product needs of your accounts, ensuring total client satisfaction as the basis for further business.
- Communicate ideas for improvement aimed at enhancing performance and effectiveness at company team and personal levels.
- Uphold the Insight company core values.

The above list is not exhaustive and you may be asked to undertake reasonable additional duties/projects by the



Department Manager or Director

Key Metrics:

- Call and quote activity
- Number of active clients
- Web transactions
- Lines of Business
- GP
- Revenue

Qualifications/Skills Required:

- Excellent verbal and written communication skills
- Good business acumen, showing evidence of ability to make sound business decisions
- Good Time Management Skills
- Be able to demonstrate an ongoing interest to learn about and understand IT products
- English speaking

Experience Required

- One year's telephone sales experience preferred, ideally inbound and outbound
- Clear evidence of consistent target over achievement in a profit and margin driven sales environment
- Proven record of account development, in particular with a complex portfolio of products and services

Details of any minimum training required

- IT literate and commensurate in MS Office, Internet and e-mail
- Typing –approx 40 words per minute

Details of any specialist training required