

Job Description: Lead Generation Communicator

Rossetts Commercials is a long-established Commercial Vehicle Franchise that provides a comprehensive truck and van sales, maintenance and call out service throughout Sussex and Surrey. Due to increased business and an expanding workforce an exciting new opportunity has been created for a **Lead Generator** to join the group within our Head office in Worthing.

As our Lead Generator you will be the first point of contact for prospect customers, establishing their commercial vehicle needs and ensuring all leads are followed up. The ideal candidate will have experience within lead generation or a similar background and possess a good knowledge and understanding of the motor trade. The role also involves a degree of general office administration.

This is a full-time role Monday - Friday role. Experience within the automotive/commercial vehicles sector would be desirable as would experience of working with Kerridge software.

Key Duties:

- Creating the contact point for our customers to soft sell and generate leads.
- Make outbound telemarketing calls to prospect customers and delivering precise information to the sales team.
- Using your own initiative to overcome objections and using information gathered to enhance your initial approach.
- Advising marketing on any trends and wants identified through lead generation, to ensure all campaigns are personalised for each target sector.
- Ensure all customers get the best service through MOT and Service reminder calls.
- Collate company information for future use.
- Assist with any company events.

Skills & Experience required:

As well as the above, candidates should demonstrate all of the following to be considered further for the role:

- Excellent and professional telephone skills.
- Effective communication skills, verbal and written.
- High levels of organisational and administrative skills.
- Works well within a team and takes personal responsibility for your own actions.

Additionally, the following skills would be desired:

- Knowledge of the Motor industry and Mercedes-Benz products
- Proven, successful outbound contact centre experience

Salary and reward package:

- In the region of £17K - £20K depending on skills and experience.
- 22 days holiday plus statutory.