

Telecaller Job Description template

Telecaller Job Description Template/Brief

We are looking for a personable and persuasive Telecaller to join our team. The Telecaller will engage potential customers over the phone to promote our products and services. This role includes understanding customer needs and guiding them towards making informed decisions. The ideal candidate should have excellent communication skills and the ability to build relationships over the phone.

Telecaller Job Profile

A Telecaller is responsible for reaching out to potential and existing customers to promote products and services. They play a key role in generating leads and scheduling appointments for sales teams. This position requires patience, persistence, and strong communication skills.

Reports To

The Telecaller reports to the Sales Manager or Customer Service Supervisor.

Telecaller Responsibilities

- Make outbound calls to potential customers to explain and promote our products and services.
- Answer incoming calls from prospective customers and handle inquiries.
- Build and maintain a customer database with accurate information.
- Follow up on leads and conduct research to identify potential prospects.
- Meet daily and weekly call and sales targets.
- Maintain detailed records of calls and customer interactions in the CRM system.
- Provide feedback and suggestions to improve calling scripts and procedures.
- Collaborate with sales and marketing teams to strategize lead generation initiatives.
- Conduct customer satisfaction surveys and gather feedback.
- Stay informed about product specifications, promotional offers, and industry trends.

Telecaller Requirements & Skills

- Proven experience as a telecaller or similar customer service role.
- Excellent verbal communication and interpersonal skills.
- Ability to handle rejection and persistent follow-up with potential customers.
- Strong listening skills to understand customer needs and objections.
- Proficiency in using CRM software and other call center technology.
- Good organizational and time management skills.
- Ability to work independently as well as in a team environment.