

## B2B Telesales Marketing Representative

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Company: Career Directions Limited (CDL)

Location: Nairobi

Category: other-general

Job Title: B2B Telesales Marketing Representative Location: Nairobi, Kenya Company

Overview: Our client, a prominent provider of in-person training courses, serves clients throughout Kenya, Uganda, Tanzania, Rwanda, Zambia, and Malawi. As they extend their influence, they are in search of a skilled Telesales Marketing Representative to join their team in Nairobi. This role predominantly entails telephone marketing aimed at promoting our corporate training solutions to esteemed organizations within the region.

Responsibilities:

1. Conduct telephone marketing campaigns to promote our corporate training courses to potential clients in Kenya, Uganda, Tanzania, Rwanda, Zambia & Malawi.
2. Develop and maintain a robust pipeline of leads and opportunities through proactive outreach and follow-up.
3. Identify and engage key decision-makers within target organizations to understand their training needs and present relevant solutions.
4. Collaborate closely with the sales and marketing team to optimize campaign strategies and achieve sales targets.
5. Provide timely and accurate reporting on sales activities, pipeline status, and market trends.

Requirements

Requirements: Bachelor's degree in Marketing, Business Administration, or related field. Minimum of 3 years of work experience in B2B corporate training marketing, with a proven track record of exceeding sales targets. Experience marketing corporate training courses is essential for this role. Exceptional communication skills, both verbal and written, with a pleasant telephone manner and the ability to engage clients effectively. Strong organizational skills and attention to detail, with the ability to manage multiple tasks and priorities simultaneously. Self-motivated and results-oriented, with a passion for sales and marketing and a drive to grow the business. Must have stable work history, with no less than 12

months in any previous position. Additional Information: This position offers a competitive salary package, including base salary and performance-based incentives. Opportunity for career growth and development within a dynamic and innovative organization. If you meet the above qualifications and are excited about the opportunity to join our team, please submit your resume.

3-5 years

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