

METTLER TOLEDO Product Inspection has an opening for a **TELEMARKETING SPECIALIST** in the Marketing Department. This position reports to the TeleMarketing and Master Data Manager.

*Mettler-Toledo is a global supplier of precision instruments with sales and service locations in 37 countries. The Mettler-Toledo Product Inspection Group, consisting of CI-Vision, Hi-Speed and Safeline, is the world's leading supplier of in-line checkweighers, metal detectors, machine vision systems and x-ray inspection systems. We believe employees are the lifeblood of our company. As we thrive on quality and initiative, we work together in a fast-paced environment striving towards common goals and open to innovation and success. We'd love for you to become part of our growing team! **METTLER TOLEDO is an Equal Opportunity Employer including veteran/disability.***

ROLE/PURPOSE

This position is primarily responsible for TeleMarketing activities for the Product Inspection North America (PI-NA) Business Division. The position is structured to generate new product and service sales leads and to nurture marketing leads for assigned rep territories.

New sales lead will be identified through outbound TeleMarketing phone calls and captured in the SalesLogix data base. TeleMarketing activities include participation in outbound calling of specified segment marketing campaigns, invitations to PI-NA events, qualification of customer contact information, and nurturing of leads until they are sales-ready.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Qualify incoming inquires through TeleMarketing for Product Inspection (PI) products to determine if they are “Sales Ready Leads” or remain as “Prospects” within our SalesLogix database.
- Regular nurturing of “Prospects” through TeleMarketing until they either become a “Sales Ready Lead” or a “Dead” contact within SalesLogix.
- Support specific PI market penetration & segment marketing programs by conducting base line marketing research on Accounts, Contacts, and Market Segments using the internet, TeleMarketing / Tele-research, and direct mail.
- Support specific Product & Service follow-up initiatives including customer satisfaction surveys, quote follow-up, TeleMarketing quote generation, closing, and follow-up.
- Maintenance of the SalesLogix Account and Contact database including data entry, maintenance, and clean-up activities.
- Assistance with Marketing, Sales, Service, and Administration functions as required including assembly and fulfillment of campaigns (such as mailers), compilation of reports and statistics, and assistance in relieving the main switchboard operator during break and time off periods.
- Work with other METTLER TOLEDO organizations on joint projects and programs.
- Other duties as required to meet department deadlines or Customer commitments.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

- Extroverted personality with a pleasant personality, excellent phone skills and presence.
- Excellent command of the English language (written and verbal).
- Computer skills: Microsoft Office including Word, Excel, and Outlook are required.
- Experience in SalesLogix desired or another CRM system is a plus.
- Successful telesales experience (proactive not reactive) preferably in a business-to-business industrial

environment.

- Technical aptitude with ability and desire to learn the basics about our customer's and our product lines is important.
- Willingness to learn about new TeleMarketing / Tele-research approaches and practices to become more effective.
- Strong desire to work in a team oriented collaborative environment, be flexible to change, and motivated to excel.
- Must be willing to spend the majority of the work day on the phone and/or performing data entry and maintenance using a computer.

PREREQUISITES (EDUCATION, EXPERIENCE, ETC.)

- High school diploma or equivalent.