**Key Responsibilities:**

* **Outbound Calling:**
	+ Make calls to potential and existing customers to promote our products/services.
	+ Conduct follow-up calls to assess customer interest and gather feedback.
* **Lead Generation:**
	+ Identify and qualify potential leads through effective questioning and listening.
	+ Maintain accurate records of customer interactions and update the CRM system.
* **Product Knowledge:**
	+ Develop a strong understanding of our products/services to effectively communicate their benefits to customers.
	+ Stay informed about industry trends and competitors.
* **Customer Relationship Management:**
	+ Build rapport with customers to foster long-term relationships and trust.
	+ Address customer inquiries, concerns, and objections professionally.