**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.