

Outbound Marketing Professional

August 2020



About Camoin 310

Camoin 310 is the only full-service economic development consulting and business investment lead generation firm in the country. The firm is fully remote with professionals located, primarily along the east coast.

Our team provides global research and direct market outreach to clients with staff dedicated to designing and implementing high-end, mission-critical projects and deliverables for Economic Development Organizations and International Promotion Agencies.



About Camoin 310

Doing business since 1999, Camoin 310 clients are economic development organizations across North America. Economic development organizations are charged with attracting and retaining businesses within their region, and Camoin 310 is hired to assist with those efforts.

Our work is to call and speak with corporate executives around the country to learn more about their business plans for the future and whether they may be interested in relocating or expanding to our client's area. The primary goal is to connect our client to the executive for a follow-up phone call.

About the Outbound Call Professional Position

- Camoin 310 is home to a small expert team of Outbound Call Professionals - some new and some with tenure over 10 years.
- Your primary function will be to call and converse with individuals around the country on topics related to economic development. Sometimes the goal of talking to the business executive is to determine whether they may have plans around business expansion or relocation while other times it is simply information gathering.
- The call process will probe for plan details and if there is adequate information gained, then the caller will book an appointment date for the Economic Development Organization (our client) and the Executive to meet
- A subset of Camoin 310's highly researched data will be assigned to you via our desktop application to use as your source of who to contact.
- You will be making outbound cold calls on behalf of the Economic Development Organization to which you are assigned.
- You will make that important first impression with each phone call as you speak with executives around the world.

Typical Day

- **Outbound Marketing Professionals make approximately 120 to 150 outbound calls each day to a selected and prepared list of businesses.**
- **Outreach to executives involves speaking with receptionists, administrative assistants, and digital answering systems in an attempt to reach corporate decision makers.**
- **We utilize a telephony system called Five9 that assists with automatic calling, monitoring, and tracking.**



Performance Measures

- **Sign on by 9:00 each day.**
- **Make at least 140 calls per day.**
- **Using the assigned database of contacts, each caller is expected to identify 6 companies, per month, that have a plan for growth or change.**



Frequently Asked Questions - training process

- A 4-hour class introduction begins our training agenda; thereafter, the caller is placed with a Senior Call Analyst who is the on-the-job coach for the 4-week training period
- Trainees are assigned a state, city or county client to represent and contact data specific to that client.
- A seasoned Camoin 310 coach audits and coaches real-time scenarios as calls are being made by the trainee
- Once the training period is complete (typically 5 weeks) the trained Analyst is expected to produce 6 leads in the month after their training



Frequently Asked Questions

- **Hours of operation Mon-Thurs 8:00 am-5:15 pm Fri 8:00-4:00 pm (No evening or weekend hours). 40 hours per week.**
- **Work remotely from quiet, secure place.**
- **General script and list of questions provided. Some individual research required.**

Application Process

Any applicants interested in the Outbound Marketing Professional position **must complete these two steps:**

1. Contact Camoin 310 at **518-300-1627** and leave a message that includes: your name (please spell slowly), phone number, what position you are applying for, and a brief summary of experience doing this kind of work.
2. Send resume and cover letter to Rachel Selsky c/o Erin Teets at eteets@camoinassociates.com.

After reviewing your message and resume, Camoin 310 will contact you to instruct the next step in the process.