



Inside Sales Specialist

LOCATION: Ely, Cambridgeshire
SALARY: Competitive + OTE

JOB OVERVIEW

Life Fitness is the global leader in creating premium fitness solutions and experiences, inspiring people to work out, creating healthier lives together. We are looking for an Inside Sales Specialist to join our UK team and play a vital role in the success of Life Fitness UK.

You will be a key driver for increasing our overall performance by managing, qualifying, and tracking multi-source leads generated by our marketing team. After qualifying leads you will either close them directly over the phone or electronic channels, or pass them on to the field based Sales team for closure. In addition, you will support the Sales teams at customer events, experience workshops and other customer facing activities.

We are seeking a highly motivated and results driven sales specialist with a focus on a consultative sales approach for lead generation. The ideal candidate will play a pivotal role in driving business growth and productivity by giving office-based support to our Sales teams. This position requires a dynamic individual with excellent communication skills, a keen understanding of the sales process, and a passion for exceeding targets. This role is integral to our company's growth, requiring a motivated individual with a passion for sales and the ability to drive business expansion through strategic lead generation efforts.

SPECIFIC ACCOUNTABILITIES

Performance:

- Achieve direct and indirect annual sales targets in close collaboration with our Marketing and Sales teams
- Contribute to the development and growth of new sales channels
- Tracking and analysis of sales KPI's, efficiencies, and quantification of targets
- Work closely with the Business Development Managers and Sales Directors to support effective acquisition strategies

Lead Generation:

- Research and identify potential leads through various channels, including online research, industry events, social media, etc.



- Develop a network of contacts in the different vertical markets to generate new leads
- Engage and qualify prospects through phone calls, emails, and other communication channels to generate interest in our premium fitness solutions
- Utilise CRM tools, Salesforce, and databases to maintain accurate and up-to-date information on prospects and leads

Collaboration with the Sales Team:

- Qualification of inbound customer enquiries via phone and email
- Work closely with the sales team at trade fairs, customer events, and experience workshops to help increase overall sales productivity
- Support our sales teams in the use of sales tools such as Salesforce, quoting tools or proposal builders

SKILLS & ABILITIES

- Proven experience in inside sales or lead generation, preferably in a B2B environment
- Excellent communication and interpersonal skills, with the ability to build rapport and establish relationships with potential clients
- Comfortable on the phone and cold calling
- Familiarity with CRM software, like Salesforce, and proficiency in Microsoft Office suite
- Strong organizational and time management skills to handle multiple tasks and deadlines effectively
- Self-motivated with a results-oriented mindset
- Knowledge of sales processes and strategies

PERSONAL ATTRIBUTES

Teammaker

Passion for sales

Self-starter

Results driven

Willing to go the extra mile

Resilient

ADDITIONAL COMMENTS

You'll be working in an inspirational and active environment empowering everyone to work-out, but also work hard to push themselves to achieve ambitious goals. We offer a challenging position in a dynamic



and supportive environment, competitive compensation, and a great work atmosphere! This is an excellent opportunity for those who are looking for a role that will help them develop as a sales professional.

If you are confident that you are the person we are looking for, please send your covering letter and CV directly to uk.careers@lifefitness.com !