

Telesales Agent

Date Posted	8 April 2025
Team	Telesales
Reports to	Steve Hersey
Direct Reports	0
Key Relationships	Internal: Direct manager, Kānuka team members. External: Customers.

Our Values

Core Principles		
Arahanga	Whanaungatanga	Manaakitanga
Purposefully Contribute	Connect Deeply	Strengthen Relationships
We Are Intentional We Are Inspired We Are Humble	We Feel Confident We Feel Anchored We Feel Whole	We Feel Safe We Feel Heard We Feel Supported
We commit to growth in all areas as individuals, in our whānau, and within Kānuka. We proactively create value for the people we serve.	We strive to live our values and provide the environment for others to do the same. We consistently work to ground ourselves and stay connected to te puna wairua.	We manaaki our families, teams, and others in small, meaningful ,and consistent ways. We strive to be good kaitiaki of ourselves so we can better manaaki others.

Role Purpose

Drive outbound calls to book appointments, understand client needs, and guide prospects through the sales funnel using clear communication and persuasive techniques. Maintain accurate CRM records, contribute to sales operations, and continually develop your skills, character, and wellbeing.

Role Objectives

- Schedule quality needs meetings with key training and development person
- Improve and develop the sales process to increase success rate
- Keep accurate sales data and customer records for internal reporting

Key Responsibilities

Key Responsibility	Actions
Communication	<ul style="list-style-type: none">• Make outbound calls to potential clients and convert calls into scheduled appointments.• Identifying decision-makers and understanding their buying processes.• Explain our services clearly and concisely and aligning services to client needs and objectives.• Ask insightful questions to understand customer needs and concerns.• Provide clear written communication internally and externally.• Using persuasive techniques to move prospects through the sales funnel.
Learning Agility	<ul style="list-style-type: none">• Learn Kānuka's products and philosophy.• Innovate more effective sales approaches and methods to improve efficiency and conversion rates.• Engage in regular development practices to increase value and depth.
Systematic Approach	<ul style="list-style-type: none">• Keep accurate records in CRM.• Maintain detailed records of calls and follow-ups.• Establish effective sales processes and build sales operations for Kānuka.• Develop and maintain reporting data for senior leaders.
Emotional Intelligence	<ul style="list-style-type: none">• Continually develop your character, competency, and wellbeing through practising emotional regulation, reflective learning, and other wellbeing practices.• Establish deep connections of trust with customers and team members.• Confront reality while maintaining optimism about the future.

Technology Proficiency	<ul style="list-style-type: none"> • Learn and use technology platforms effectively and maintain best practices. • Leverage tools to improve outcomes and workflows.
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Competencies, Qualifications, and Experience

Critical	Essential	Desirable
Proven experience in B2B sales, telesales, or outbound calling (minimum 1–2 years).	Ability to connect with people, build trust, and understand their needs.	Experience selling leadership, wellbeing, cultural capability, or organisational strategy services.
Strong verbal and written communication skills for customer interaction and internal processes.	Ability to differentiate offerings and position solutions based on client needs.	Familiarity with New Zealand business culture and decision-making processes.
Strong wellbeing and continuous development practices.	Proficiency in Microsoft 365 (Outlook, Teams, Word, Excel, PowerPoint).	Experience using data-driven sales strategies to track performance and optimise results.
	Quick learning ability – comfortable picking up new tools, processes, and industry knowledge.	Experience leveraging LinkedIn or other selling techniques.
	Ability to self-reflect and adapt based on feedback and performance metrics.	Ability to work with and update a CRM system (e.g., HubSpot, Salesforce).
	Ability to learn technology systems easily.	
	Comfortable in te reo me ōna tikanga including kaupapa Māori organisations	

Extent of Delegated Authority

- Describe the level of autonomy for the role
- Describe the level of control over tasks
- Describe if the role requires managerial authority for any tasks or operations