



Job Title: Cold Caller / Appointment Setter

Reporting to: BBVA Account Manager

As a Cold Caller / Appointment Setter at BBVA, you will play a crucial role in generating leads and setting appointments for our clients in various industries. Working remotely, your primary responsibility will be reaching out to potential leads, qualifying them, and scheduling appointments for further consultation or sales discussions. Your efforts will contribute significantly to driving business growth and ensuring a steady pipeline of opportunities.

Expectations:

- Consistently generate new leads through cold calling and direct outreach.
- Qualify leads by understanding their needs and ensuring they are a good fit for our services.
- Schedule appointments and maintain a well-organized calendar.
- Maintain a professional and friendly tone while engaging with potential clients.

Duties and Responsibilities:

- Initiate outbound calls to potential clients using scripts and provided information.
- Qualify leads based on their needs and level of interest.
- Set appointments for clients by coordinating schedules with relevant team members.
- Follow up on previous calls to nurture and convert leads into opportunities.
- Record and update lead information in CRM systems to ensure accurate tracking of interactions.
- Meet or exceed call and appointment-setting targets on a weekly/monthly basis.
- Provide feedback to the team on call scripts and strategies for continual improvement.
- Collaborate with the sales team to ensure smooth handovers and alignment on lead management.

☎ 215-346-6211

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📍 Pennsylvania, USA



BEYOND BUSINESS
VIRTUAL ASSISTANTS

Deliverables:

- Daily reports on calls made, leads generated, and appointments scheduled.
- Consistent progress towards meeting and exceeding appointment-setting goals.
- Organized and up-to-date CRM with lead information and follow-up schedules.

Communications/Interactions with BBVA and the Client:

- VA Manager (VA Admin Lead) – daily for updates on leads and calls.
- Sales Team – weekly to discuss the quality of leads and improve call strategies.
- Clients – as needed, primarily for appointment-setting coordination.

Knowledge/Skills:

- Proven experience in cold calling, telemarketing, or appointment setting.
- Excellent communication skills, both verbal and written.
- Ability to work independently and follow scripts while adapting to conversations.
- Strong organizational skills with the ability to manage a high volume of calls.
- Proficiency in using CRM systems and call-tracking tools.
- Resilience and perseverance in handling rejection and maintaining a positive attitude.
- Strong problem-solving skills to handle objections and concerns during calls.

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