

Skills

I have experience in outbound sales and lead engagement, turning cold leads into warm opportunities with engaging conversations.

In B2C insurance, I make products simple to understand, made sure customers are heard and gave recommend solutions that actually fit their needs.

I'm very confident handling objections and i could spot upsell opportunities, and i add value for both the customer and the company.

im really good in Building relationships cause that's what actually matters to me I keep CRM records tight, manage high call volumes,

I try my best to hit every KPIs and productivity goals, while keeping the experience smooth and valuable for every customer

Tools & Systems

"I've used a lot of company crms and other tools also helps to be organized, deliver results, and keep customers satisfaction.

With **Talkdesk**, I handled inbound and outbound calls, resolving issues while making sure that every interaction makes the customer feel connected. **Freshdesk** helped me track and prioritize tickets for fast resolutions. both are similar somehow to zendesk. in **HubSpot CRM** it effectively helped me in customer interactions and made sure its documented, so I could follow up and close sales.

I use **Google Workspace** for professional communication, **Excel/Sheets** to track my performance and spot trends, and **Slack** to get in touch with teammates. with my experience with these tools helped me manage tasks smoothly, hit KPIs, and keep customers satisfied."

Sales KPIs

In my previous role, I met outbound call targets while keeping each conversation engaging and personal.

I made sure to follow up with leads while maintaining strong engagement throughout the sales process.

I also achieved call quality and productivity standards, balancing efficiency with providing a smooth, professional experience for every customer.

On top of that I stuck to my schedule even during high-volume sales periods ensuring consistent performance without compromising service quality

Experience

In my role as an Outbound Sales Specialist, I made calls to connect with customers, understand their needs, and recommend insurance options that fit. I explained coverage and benefits in a clear, simple way, handled

questions or objections, and guided them through subscriptions . I kept CRM records accurate its a must and hit my call targets as much as possible and i always make sure the conversation was professional but friendly.

Basically, I focused on helping people make smart choices while hitting goals

Walk me through your sales process from the moment you get a lead to closing the sale.

My sales process starts with reviewing the lead and opening the conversation to start building rapport so the customer feels comfortable. I ask questions to understand the root cause of their situation, their current coverage, and their priorities. Once I identify their needs, I present the most relevant product and focus on the value by explaining how the coverage can protect them financially. I also address any objections, such as concerns about price or coverage. Once the customer understands the value, I guide them through the subscription process and confirm the policy details. After the sale, I ensure everything is properly documented in the CRM for tracking and follow-ups.

How do you handle a customer who says they are not interested right away?

When a customer says no, I stay calm and respectful. I acknowledge their response and ask questions to understand their reason. Often, customers say no because they assume it is expensive or they do not see the value yet. I briefly explain how the product works and how it can be beneficial for them financially. My goal is to turn that quick rejection into a short conversation where they can see the value of the offer.

What were your sales targets in your previous role?

My sales targets are focusing on maintaining strong outbound call activity and converting qualified leads into completing the process. We were expected to keep high call volumes daily while achieving consistent sales conversions that contributed to the campaign's overall revenue goals. We were also measured on call quality, lead engagement, and making sure we document it in our crm.

How often did you meet or exceed your quota?

I try to meet my targets and often push myself to exceed them by staying disciplined with my call activity and focusing on quality conversations with customers. By building rapport, identifying their needs, and recommending the right solution, I was able to maintain strong conversion results and contribute to the campaign's overall sales performance.

What metrics were used to measure your success?

My performance was measured through several sales and productivity metrics. These included outbound call activity, conversion rate, sales or subscriptions per day, lead engagement, and call quality scores. In some cases, we also tracked revenue generated from completed policies and the call-to-sale ratio to measure how effectively leads were converted into sales.

Outbound Call Activity

At the Insurance Sales Campaign, my daily target was around 30 - 50 calls per day. Focusing on consistency that allowed me to maintain a steady pipeline of potential subscribers without overwhelming myself or sacrificing quality.

Conversion Rate

Usually, I spoke to 40 customers and successfully converted 4-5 of them into subscriptions, giving me a conversion rate of around 10-12 percent. By asking the right questions and matching customers with the best coverage, I was able to consistently maintain the KPIs.

Subscriptions Per Day

When I was in FabFitFun, my daily goal was about 1 - 3 subscriptions, and I often reached that. On a good day, I could hit 5-6 subscriptions, which directly contributed to the weekly revenue.

Lead Engagement

Instead of just giving a quick pitch, I usually ask about their current coverage and priorities. This helped me match the right plan to their needs, keeping them engaged and increasing the chances they would subscribe.

Call Quality Scores

At DirecTV, my QA scores are based on how clearly I explained TV packages, handled questions, and followed the upselling process. I consistently scored above 80 - 90%, reflecting both accuracy and strong customer experience. For instance, I would guide customers through adding DVR upgrades or premium channels while maintaining professionalism.

Revenue Generated from Subscriptions

While at Airtel Australia, I helped customers with connectivity upgrades and value-added services. For example, selling 5 additional data or service subscriptions in a week, each valued at around \$50-\$60, generated approximately \$250-\$300 in incremental revenue. This showed how upselling services based on customer needs contributed directly to revenue.

Call to Subscription Ratio – Peak Support – iTouch / Always Answer.

At Peak Support – iTouch, it typically took 10-15 calls to get one upsell or subscription, depending on the demand and interest level. By identifying customer needs, explaining product benefits clearly, and offering relevant add-ons, I improved efficiency and increased the number of successful upsells per day. Similarly, at Always Answer, handling multiple client accounts, I was able to convert inquiries into subscriptions by following up and offering solutions that matched demand.”

Outbound Sales Specialist – Insurance Products (B2C)

In that campaign, we mainly contacted homeowners through warm outbound leads, usually people who recently applied for a mortgage or showed interest in financial protection.

My daily activity was around 35–40 outbound calls. From those, I typically had 20–25 actual conversations with homeowners.

On average, I closed 3–4 subscriptions per day, which is roughly a 10–12% conversion rate.

Most Mortgage Protection Insurance plans ranged between \$80 to \$150 per month, depending on the homeowner's age, health, and mortgage balance.

So daily, my sales would generate around \$240 to \$600 in monthly premium value.

Weekly, that translates to about 15–20 subscriptions, contributing roughly \$1,200 to \$3,000 in recurring monthly premium value for the campaign

Target Customers

“Our target customers were mainly homeowners with active mortgages. Most leads were people who recently bought a home or showed interest in financial protection products.”

Call Volume

On an average day I handled around 35 to 40 outbound calls, focusing on warm leads so conversations were more productive

Conversion Rate

From those calls, I usually closed about 3 to 4 subscriptions per day, which is roughly a 10 to 12 percent conversion rate.

Pricing

Most Mortgage Protection Insurance plans ranged between \$80 to \$150 per month, depending on the homeowner's age, health, and mortgage balance.

Revenue Impact

With 3 to 4 subscriptions daily, that generated around \$240 to \$600 in recurring monthly premiums, which added up to roughly \$1,200 to \$3,000 per week for the campaign.

Product Value

The main value of the product is financial protection for the homeowner's family. If the borrower passes away or becomes disabled, the insurance helps cover the mortgage so the family can keep the home.

Additional Talking Points to Boost Your Chances

- **Upselling and Customization:** I often offered additional coverage options or riders to fit specific needs, increasing both customer satisfaction and revenue.
- **CRM Management:** I kept detailed records of leads, follow-ups, and customer interactions to ensure no opportunity was missed and to personalize future calls.
- **Objection Handling:** I handled objections calmly and professionally, turning hesitant leads into subscribers by focusing on their needs and the value of protection.
- **Team Contribution:** Beyond my personal numbers, I helped share best practices with teammates, improving overall team performance.

Objection Handling Questions

What would you say if a customer tells you they need to think about it?

I completely understand and respect that. I usually ask a simple question to understand what part they want to think over and provide clarification if needed. For example, I might explain how the insurance protects their family and mortgage, highlighting the benefits relevant to their situation. This often helps them feel more confident about moving forward.

How do you respond if a customer says the product is too expensive?

I acknowledge their concern and focus on the value rather than just the price. I explain how the coverage protects their home and family financially, and sometimes I highlight alternative options or smaller plans that still provide essential protection. This helps customers see the investment as worthwhile.

What do you do when a customer says they already have a similar product?

I first ask questions to understand the specifics of their current coverage. Often, there are gaps or additional benefits they may not have. I then explain how our product can complement or enhance their existing coverage, providing more complete protection.

How do you recover a sale after a customer declines?

I stay professional and empathetic, asking if there's a specific concern I can address. I sometimes follow up later with additional information or a tailored offer that aligns with their needs. The goal is to keep the conversation open and show the value of the product without being pushy.

Sales Performance Questions

What were your sales targets in your previous role?

My targets were focused on maintaining strong outbound call activity, converting leads into subscriptions, and meeting daily productivity and call quality standards. For example, I was expected to handle about 40 calls per day and achieve 3-5 subscriptions daily.

How often did you meet or exceed your quota?

I consistently met my daily and weekly targets, and often exceeded them by focusing on building rapport, understanding customer needs, and presenting the right solution. This approach helped me maintain strong conversion rates and contribute to overall campaign revenue.

What metrics were used to measure your success?

My performance was measured through several key metrics:

- Outbound call activity – number of calls made per day.
- Conversion rate – percentage of calls that resulted in subscriptions.
- Subscriptions per day – daily completed sales.
- Lead engagement – quality of conversations and follow-ups.
- Call quality scores – QA evaluations for professionalism and compliance.
- Revenue generated – total contribution from subscriptions sold.
- Call-to-subscription ratio – efficiency in converting calls to sales."

