

Inside Sales Agent (ISA)

Pat McKenna Realtors

Hybrid, full-time position

Overview

Pat McKenna Realtors is seeking a motivated and driven Inside Sales Agent (ISA) to support lead generation, client communication, and pipeline management for our growing real estate team. This role is critical to ensuring leads are contacted quickly, nurtured effectively, and converted into qualified appointments for our agents.

The ideal candidate is confident on the phone, thrives in a fast-paced environment, and is highly organized with strong follow-up skills. Success in this role requires persistence, professionalism, accountability, and the ability to build rapport with a variety of personalities.

Responsibilities

Lead Management & Prospecting

- Follow up with leads and prospects in a timely manner
- Make approximately 100 outbound calls per day to prospective buyers and sellers.
- Prospect for new business opportunities while actively managing an existing sales pipeline.
- Communicate with leads via phone, email, and CRM systems to maintain engagement throughout the buying and selling process.

Sales & Appointment Setting

- Understand client needs and provide solutions and support to create sales opportunities.
- Practice and effectively use scripts to overcome objections and communicate the team's value proposition.
- Set qualified appointments for agents and contribute to team productivity and revenue goals.
- Respond promptly and professionally to customer inquiries and sales leads.

Pipeline & CRM Management

- Maintain accurate and up-to-date records within our CRM system.

- Track and communicate where clients are in the home buying and selling process to ensure agents can respond quickly and efficiently.
- Oversee and manage the sales pipeline to support consistent lead conversion and follow-up.

Team Collaboration

- Work closely with agents and leadership to ensure seamless communication and client experience.
- Contribute to a high-energy, team-oriented environment focused on growth.

Qualifications

Required Skills & Experience

- Dynamic, articulate, and professional communicator.
- Strong relationship-building skills with the ability to identify and uncover client needs.
- Excellent organizational, time management, and follow-up abilities.
- Professional in both attitude and appearance.
- Ability to connect and communicate effectively with a wide range of personalities.
- Strong written and verbal communication skills.
- Comfortable working in a fast-paced, technology-driven environment.
- Experience managing and utilizing CRM systems effectively.

Phone & Sales Skills

- Exceptional phone presence with the ability to build rapport quickly.
- Ability to confidently set and close appointments over the phone.
- Proven track record in phone sales, lead conversion, or outbound prospecting preferred.
- Strong accountability and follow-through.

Preferred Qualifications

- Previous real estate or inside sales experience preferred.
- Familiarity with real estate terminology, systems, and sales processes is a plus.