

JOB DESCRIPTION – Commercial Sales Manager

Grade: 5
Reports to: Directors and HR Manager
Responsible for: Sales Team
(Comprised of 2 x Telephone Based and 2 x Field Based)

MAIN DUTIES AND RESPONSIBILITIES OF THE POST

Purpose:

To:

- Ensure that sales targets are met/exceeded by ensuring that the Sales function operates efficiently and is focussed on winning new business and retaining existing clients.
- Ensures that all procedures are accurate, and in line with the FCA guidelines and reflect the practices carried out within the team.
- Acquire, develop and retain sales staff ensuring that the department is fully operational.
- Implement business strategies for all relevant distribution channels.
- Manage identified key intermediaries.
- Generate and convert leads for 'Direct' corporate business.

By:

- Convert enquiries into sales to actively grow the business by setting stretching targets.
- Ensure that client retention rates remain high by ensuring team focus on renewals.
- Ensure all team workflow is processed in a timely manner.
- Implement new business strategies for direct business, broker business and introducer business.
- Generate MI reports for the Senior Management Team as required.
- Responsible for ensuring the commission payments are accurate, checked and authorised prior to the payments being processed by Finance.
- Feedback competitor information and market intelligence to Senior Management Team to enable the business to remain current with market trends.
- Support, train and manage the Sales Team to ensure that they are up to date in product knowledge, sell compliantly within FCA regulations and manage intermediary connection appropriately.
- Perform 6 monthly performance reviews with all members of the team and set-up regular 1-2-1s as required.
- Attending regular management and sales meetings.
- Understanding how the functions of the role interlink with other roles within the business.
- Committing to travel in order to meet potential customers and/or Brokers and Introducers.
- Having regular reviews with the Brokers to monitor performance whilst documenting the information obtained.

Personal performance, conduct and development

Documentation of Procedures: Regularly check the team procedures and highlight any changes or updates to the Compliance Officer to ensure that procedures are compliant with FCA requirements. Ensure that this manual is of a standard that can be used as a training manual for new and existing employees.

Product Knowledge: Possess a thorough knowledge and understanding of the market and cover purchased either through a broker, introducer or directly by the client.

Building Broker and Introducer Relationships: Make regular contact with the Brokers and Introdurers to build a positive relationship and monitor progress.

Introducer Training and Support: Responsible for all aspects of product training, sales and commission negotiations (within the parameters set by the Directors) in relation to the Brokers and Introdurers.

Ensure a full copy of Broker/Introducer details is passed to the Regulation & Compliance Officer for FCA audit purpose. Responsible for ensuring that all Broker/Introducer files are established and up to date, ensuring that all FCA requirement and FCA paperwork is present.

Provide copies and evidence of training delivered to the Brokers/Introdurers on a continual basis. Ensure that the training is delivered in a timely fashion and in line with the FCA requirements.

Additional: You may be asked to carry out tasks that are in addition to those listed in the Job Description where required and within your capabilities.

What You Can Expect From Us

- Attractive Salary dependant on Experience
- Access to Pension Scheme
- Sick Pay Scheme
- Great Annual Leave Benefit
- Regular Performance and Salary Review
- Cash Benefits linked to Personal Accident, Life Cover and Critical Illness
- Worldwide Multi Trip Travel Cover
- Employee Rewards Scheme
- Commitment to Employee Learning & Development
- Access to Wellbeing Services and Discount Scheme
- Free tea, coffee and fresh fruit
- Friendly working environment in Peterborough – convenient location close to the A1.

Please read the following Personal Specification and if this looks like the opportunity you've been waiting for then send your CV through to jobs@generalandmedical.com

Person Specification

Category	Essential Requirements
Experience	<ul style="list-style-type: none"> • Sales experience • Experience in Medical Insurance • Proven track record in Sales <p>These requirements are Essential for this post</p>
Knowledge	<ul style="list-style-type: none"> • Understanding of the FCA • Certificate Institute of Insurance (desirable) • Certificate of Institute of Marketing (desirable) • Understanding of the Financial Ombudsmen Services
Skills and Ability	<ul style="list-style-type: none"> • Meet work Targets • Excellent communication skills • Forms positive working relationships with colleagues • Works as part of a team • Remains positive • Ability to record work accurately • Write and prepare reports and other correspondence effectively • Understand and maintain confidentiality • Ability to work independently and use own initiative • Problem solving and decision making ability • Good Microsoft Office Skills • Can identify and set realistic targets that stretch the team
Personal Attributes	<ul style="list-style-type: none"> • Determination to drive the team to deliver and achieve • Professionalism demonstrated at all levels and all times • Integrity to manage direct business from potential clients and represent the Company according • Flexible approach to adapt, overcome and succeed within the scope of the Job Description • Empathise and remain sensitive to the circumstances • Commitment to personal development and learning • Ability to organise and follow through with scheduled appointments
Additional	<ul style="list-style-type: none"> • Driving Licence Cat B (Car)