

JOB DESCRIPTION – Business Development Executive

Regional Coverage of North/Western area (Depending on Residence – Working on the Road)

Grade: 4
Reports to: Sales Manager jobs@generalandmedical.com

MAIN DUTIES AND RESPONSIBILITIES OF THE POST

Purpose:

To:

- Increase sales by generating leads and winning new business.
- Further developing business with existing customers and clients.
- Generate sales using all channels to market. Building contacts and enhancing relationships with businesses, introducers, affiliates (i.e. Opt-Ins), specialist healthcare brokers, general brokers and IFAs.
- Sell Healthcare Trusts by identifying and making contact with business, associations and sporting clubs.
- Generate sales through a programme of verbal, written and face to face communications.
- Convert enquiries into sales to actively grow the business to targets.
- Support and train the Affiliates and Brokers in line with FCA requirements.
- Support the development of products and services offered by the company.
- Document procedures and ensure that these are current and in line with FCA Regulations.

By:

- Effectively manage appointments and meetings to negotiate and build relationships with new & existing brokers and direct customers.
- Achieving targets set by the Sales Manager.
- Committing to travel in order to meet potential and existing customers, affiliates or brokers.
- Having regular reviews with the customers, affiliates or brokers to monitor performance whilst documenting the information obtained.
- Developing and agreeing suitable marketing campaigns with the Sales Manager.
- Understanding and following the FCA guidelines in full.
- Understanding how the functions of the role interlink and benefit other roles within the company.
- Keeping abreast of industry changes and competitor products.
- Working as a member of a team.
- Assist with various reporting tasks, administration and projects, maintaining confidentiality at all times.

Personal performance, conduct and development

Meet targets and take responsibility for own performance:

Remain abreast of current services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.

Work in Accordance with the company policies and procedures:

Be aware of and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under Health and Safety at Work. Take action, in conjunction with the HR Manager, where breaches have occurred.

Flexibility and Team Work:

Work flexibly as part of a team to meet the need of the services provided by the Company. Value each team member's contribution and help colleagues to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practices. Deal with all colleagues in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

Product Knowledge:

Possess a thorough knowledge and understanding of the cover purchased either through a broker or directly by the client.

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

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 and commission
- Access to Pension Scheme
- Sick Pay and Attendance Bonus
- Great Annual Leave Benefit
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Free Worldwide Multi Trip Travel Cover and discounted rate for family members
- Employee Rewards Scheme
- Laptop
- Mobile Phone
- Business Vehicle issued for visiting potential clients and brokers within your region
- Flexibility to Work from Home / On the Road and manage your own diary

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	Requirements
Experience	<ul style="list-style-type: none"> • Medical Insurance experience • 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 • Knowledge of Data Protection
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 and can remain positive • Can organise priorities and self-motivate • 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
Personal Attributes	<ul style="list-style-type: none"> • Works well under pressure and determination 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) due to requirement to self-drive and visit brokers and clients for field sales