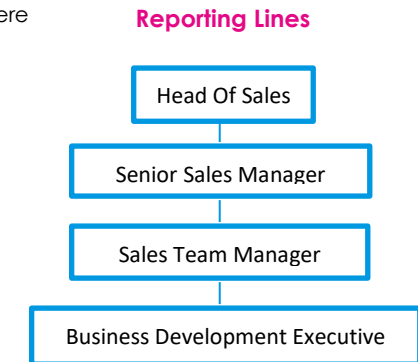


Role Profile – Business Development Executive

Purpose: To proactively contact potential business customers as well as take inbound calls to identify new business opportunities within the healthcare market. Once contact has been established and sales opportunities made, to manage through the sales funnel and close where appropriate

The post holder will:

- Identify opportunities for new corporate schemes and arrange diary appointments for external BDM's
- Identify new business opportunities, through effective prospect management and negotiation, to achieve business objectives
- Be a proactive member of the B2B sales team supporting and sharing information and best practices with your colleagues
- Make relevant outbound calls, follow up calls, e-mail to create and manage opportunities through the sales funnel
- Participate in customer facing events, conferences and hospitality where appropriate
- Follow up any trade show leads efficiently and effectively
- Adhere to all appropriate sales policies and procedures
- Be self-motivated, enthusiastic, passionate, driven, resilient and forward thinking
- Ensure post sale process is followed appropriately and within a timely manner
- Use Salesforce to accurately and fully reflect the content of all sales related contact with prospects



Key Result Areas

- By achieving your regional target, actively contributing to the overall B2B Sales team target.
- For larger schemes booking appointments in for BDMs in line with sales process
- By achieving telephony activity targets for outbound calls and meaningful customer conversations.
- Identify opportunities for new schemes including new Healthcare schemes, Cash Plans, Health Assessments, and Opt in schemes.
- Correct use of CRM system (Salesforce)
- Understand competitors and the USP's of Benenden Health.
- Achieve monthly target score for Quality Assurance
- Provide excellent customer service and for this to be backed up by positive customer satisfaction surveys

Measurement

Against agreed KPI target as outlined in personal PDR.

Audit, Risk and Regulatory Compliance.

Customer satisfaction feedback.

Behaviours, conduct and attitude in live with company values.

Skills and Experience

Cert CII (Health and Protection) desirable.

Proven ability of telephone sales and meeting booking.

Tenacious, resilient and confident person with excellent interpersonal, communication and objection handling skills.

Used a CRM system to track sales funnel and keep all records up to date etc.

Competent in Microsoft Office applications including Excel, Word and PowerPoint.

A demonstration of commitment towards teamwork and appreciation of how this can ensure excellent customer service by sharing best practices.

Values

- Be Caring**
 - We know what we do matters
 - We're proud and enjoy what we do
 - We promote a culture of care, respect, compassion and wellbeing
 - We protect the mutual ethos
- Be Connected**
 - We collaborate and share across teams, departments and the business
 - We listen to understand each other and our members' needs
 - We support one another by having open and honest conversations
 - We recognise that we're stronger together
- Be Brave**
 - We embrace change
 - We challenge and ask 'why' as well as 'why not'
 - We always want to learn
 - We are not afraid of trying new concepts and ideas
- Be Smart**
 - We approach problems with a solution mind-set
 - We actively seek to improve and be better and we learn from our mistakes
 - We spend members money wisely
 - We're invested in the future of our business