

Position: Business Development Director

Location: London

Line manager: Head of Business Development

JOB PURPOSE:

To secure new business revenues from designated market sector(s) through the sale of Enrich products and services in line with regulatory requirements, supplier terms and conditions and internal procedures. This may vary from time to time at the discretion of the Company.

PRINCIPAL ACCOUNTABILITIES:

- Identify and secure new revenue in line with new business targets in order for the Company to achieve overall client portfolio growth and net revenue gain.
- To maintain a sufficient level of knowledge to confidently and accurately discuss all Enrich products and services (both internal and partner services).
- To operate as a client facing representative of the Company and to meet prospective and existing clients as necessary for the purpose of selling the Company's products and services.
- Deal immediately and professionally with all potential opportunities through the effective use of client presentations, proposals and other appropriate means of client communication. Utilising additional technical expertise where required.
- To have a professional knowledge and comprehension of the key characteristics of the employee benefits market place.
- To record all activity relating to leads and prospects on the CRM database, by keeping an accurate portfolio and pipeline figures/data up to date at all times in accordance with set business procedures and requirements.
- To liaise with clients in a professional, ethical and effective manner at all times.
- To support the business through meaningful and appropriate PR contribution.
- To attend and contribute to the seminar programme and industry events where required.
- To monitor the effectiveness of all work delivered and make recommendations for process improvement where applicable.
- To ensure that all aspects of client relationships are managed in accordance with Enrich's value proposition.
- To ensure a current and signed client fee agreement is in place at all times and to have a clear and thorough understanding of the schedule of services.
- To ensure all fees and charges are invoiced promptly and collected within Enrich debt management timescales.

KEY DELIVERABLES:

- Deliver monthly financial targets and achieve monthly activity targets.
- Take an active engagement with the Client Directors and other teams within the organisation to understand which accounts/products/services need to be sold and the associated requirements.
- To work closely with the Marketing and Telemarketing teams in campaign promotions to ensure maximum update of initiatives.
- Work closely with the Telemarketing team to ensure consistent and effective appointments are produced.
- Attend and actively participate in monthly sales meetings with other team members to ensure there is a co-ordinated and consistent approach to selling.
- Effectively forecast new business sales numbers, new account numbers and product/ service quantities.
- To demonstrate ethical behaviour at all times, respecting the diversity of all colleagues/clients.
- Work closely with all departments of the Company as necessary to ensure clients receive a high quality embarkation and service delivery at all times.

SKILLS AND ATTRIBUTES:

- In depth industry knowledge of benefits and the benefit's market gained from previous roles in the intermediary industry.
- Good healthcare and risk product knowledge. A wider knowledge of other benefits such as pensions or flex would be advantageous but not essential.
- Strong analytical, attention to detail, planning and organisation skills are all essential for this role.
- Proven track record in account development and securing/building new client relationships.
- Commercial acumen with the experience and confidence to work at a strategic level.
- Confidence in their own ability, knowledge and in dealing with others both face-to-face and remotely.
- Ability to communicate both verbally and in writing, providing concise and clear answers that are appropriate to the receiver.
- Effective negotiating, questioning, listening and interpretation skills to be able to assess the correct communication approach and respond accordingly.

REWARD

- OTE circa £100k uncapped.