

Title: **Business Development – Personal Lines**

Description: **PRIMARY PURPOSE:** As a Business Development Manager, you will be responsible for marketing and driving revenue into the organization. The position requires superior phone communication skills and prior success selling conceptual services to decision makers. Prospects and makes contact with potential clients. Identify personal insurance needs of prospects and then provide appropriate products to meet those needs. Primarily automobile, homeowners, personal umbrella, boat and watercraft insurance.

Follows up on referrals from current insurance clients and other sources. Meets with prospective clients to obtain information about their current insurance package and their insurance needs for the future. Develops proposals and makes recommendations. Provides insurance counselling, giving advice on coverage levels, insurance types, explaining terms.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

- Execution of the territory business plan that outlines key initiatives associated with revenue growth, profitability and expense control.
- Specifically, you will work to drive new business production, key-account retention, new product roll-out, and large account prospecting.
- Making outbound calls in a fast paced work environment.
- Achievement of production goals.
- Working with a variety of tools and applications such as comparative raters, carrier systems, and agency management systems.
- Ability to meet required production goals to optimize company leads.
- Using company generated warm leads to close sales.
- Supplementing warm leads with company purchased cold leads.

QUALIFICATIONS

EDUCATION AND LICENSES

- Baccalaureate degree from an accredited college or university in Business or related curriculum field.

EXPERIENCE

- Five (5) to seven (7) years of experience in the insurance field; particular expertise in marketing/selling Property, Casualty, Health or Financial Planning services.

SKILLS & KNOWLEDGE

- Excellent oral and written communication; able to articulate complex issues, receive and interpret concerns from the client, and respond proactively to issues.
- Sales management aptitude.
- Must demonstrate the ability to manage multiple priorities, deliver timely and accurate work products with a customer service focus, and respond with a sense of urgency as required.
- Proven ability to identify and develop opportunities for business growth and profitability.
- Ability to develop strong business relationships.
- Active IL P&C licensed.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint).
- Knowledge of AMS 360 a plus.

WORK ENVIRONMENT

When applicable and appropriate, consideration will be given to reasonable accommodations.

MENTAL

Clear and conceptual thinking ability; excellent judgment and discretion; ability to handle work-related stress; ability to handle

multiple priorities simultaneously; and ability to meet deadlines.

PHYSICAL

Computer keyboard – 45 WPM

Travel as needed.

AUDITORY/VISUAL

Hearing, vision and speaking.