



JOB DESCRIPTION

Broker Sales Manager

Department: Customer Development
Reports to: Executive Director, Customer Development

General Summary:

The Broker Sales Manager is a highly motivated individual who will be responsible for recruiting, contracting, training, and driving sales of independent insurance agents/agencies for group services, Individual Medicare, U65 health, ancillary and other products and services available through Action Benefits. They will develop leads into qualified opportunities and sell business solutions to meet customers' needs and expectations. The Broker Sales Manager will effectively market, consult and educate on the value and advantages of the products and services offered by Action Benefits. This position requires strategic thinking, clear communication and a goal of satisfaction, retention and expansion.

This is an exempt position and may require hours that exceed a standard 40 hour workweek.

Key Responsibilities:

- Engaging and contacting new insurance agents by presenting individual Medicare, under 65, ancillary, and other products available through Action Benefits. Answering questions and provide support regarding commissions, contracting, products, sales tactics, training opportunities as well as the marketing and enrollment tools available to Action Benefits independent agents;
- Engaging and contacting new insurance agents by presenting the Action Benefits small group fee-for-service model;
- Ensure adherence to CMS guidelines and internal policies during all sales and marketing related activities;
- Develop and implement sales/marketing/recruiting plan for assigned region;
- Utilize strong selling skills and consultative sales behaviors to develop and understand customer needs;
- Actively engage in networking and establish centers of influence;
- Meet and exceed all sales revenue and new business development targets;
- Develop and maintain high technical competence for our products and services;
- Provide high levels of customer service by responding to customer inquiries in a timely and professional manner;
- Utilize CRM to manage the sales process for prospects and customers' and ensure a smooth handoff to the account management team where necessary;
- Manage assigned projects throughout the production process to ensure complete customer satisfaction;
- Work closely with customer support teams to enhance sales and customer experience;
- Collaborate with your team, and stakeholders across the company to provide valuable contributions and insightful views from your customers;
- Collaborate with other leadership team members to develop an integrated marketing and sales plan that is in alignment with the overall business goals and objectives.
- Ambassador for the organization.



Minimum Requirements:

- Bachelor's degree and/or equivalent years of current and relevant industry related experience;
- 3-5 years of successful agent recruiting experience in the health insurance industry with strong relationships in the Michigan agent community;
- At least 3-5 years of Outside Business-to-Business Sales Experience preferred;
- Proven successful sales track record (provide method and historical results);
- Solution based or consultative sales training or experience preferred;
- Proficient knowledge of carrier products, policies and procedures;
- Superior analytical skills;
- Excellent negotiation and problem solving skills;
- Experience working with and presenting to executive level decision makers
- Ability to work independently and as part of a team;
- Superior communication and presentation skills, both written and verbal;
- Strong customer follow-up skills;
- Advanced MS Office skills ;
- Ability to prioritize and work independently with minimal supervision;
- Experience tracking customer data in CRM, weekly call, and activity logging;
- Commitment to training and continuous learning;
- Valid driver's license, good driving record and dependable transportation.