

JOB DESCRIPTION

Job Title: Business Development Manager

Department: Sales Department

Reports To: SVP of Sales & Distribution

FLSA Status: Exempt

Date: April 2, 2025

SUMMARY

The Business Development Manager will work very closely with the SVP of Sales & Distribution to recruit, onboard, support, and retain new independent producers and general agencies. This role will be the primary internal liaison between agent and agency partners, sales and new business departments to build relationships and to ensure a positive experience. This role requires an advanced knowledge of life insurance and annuity products, as well as familiarity in sales and marketing strategies used in the life insurance industry.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

(Other duties may be assigned.)

- Prospects for new independent life agents/agencies through leads, telephone calls, networking events, trade shows and sales lead groups
- Makes required number of outbound sales calls to prospective and existing life producers
- Looks for business development opportunities for all product lines
- Explores new business opportunities with existing and prospective members and prepare quotations and applications as necessary
- Provides sales presentations to independent agents and agencies in person, phone or video conference
- Meets set goals for recruitment of new producers
- Fully understand all products and benefit services the society currently offers
- Scrubs incoming applications to ensure compliance with underwriting guidelines
- Champions the salesforce reports for the society
- Meets sales and retention goals on a quarterly basis, if not provide next steps to obtain goals
- Assists in growing the relationship between producers and their clients
- Provides premium quotes to independent producers for life insurance & annuity products
- Receives support requests from producers and responds to them in a timely manner
- Gathers feedback from existing producers to drive the development of new products
- Assist with development & training (new employees, new product, training on existing products)
- Schedules quarterly reviews with independent producers

- Attends meetings, seminars and programs to learn about new product and service opportunities for the Society
- Collaborates with new business, customer care, marketing and outreach and engagement departments
- This may not be a full list of duties that is required to complete this role

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Supervisory Responsibilities:

None

Education and/or Experience:

- Licensed insurance Agent
- Associate degree, Bachelor's degree preferred
- Minimum of 3 years insurance sales experience
- Ability to gather and summarize data for reports.
- Demonstrated ability to handle multiple projects and details simultaneously
- Ability to find solutions to various administrative problems
- Ability to prioritize work within compressed times.
- Innovative with medium stress tolerance and decision-making skills.

Communication Skills:

Ability to read, analyze and sales reports, contracts, certificates and legal documents. Ability to respond to common inquiries or complaints from agents or members. Ability to communicate and articulate clearly at events or in a public forum.

Mathematical Skills:

Ability to calculate simple math figures and amounts such as discounts, interest, and percentages.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of Word Processing software and Spreadsheet software. Knowledge of salesforce is a plus.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this Job, the employee is regularly required to sit; reach with hands and arms and talk or hear.
- Employee may occasionally be required to lift and/or move up to 15 lbs.
- Travel is expected for this position.
- Specific vision abilities required by this job include close vision and distance vision.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is in a typical office environment.
- The noise level in the work environment is usually moderate.

Employee Signature: _____ Date: _____