

## **Job Title: Business Development Executive**

### **Core Role Objective**

To drive new business development activity from your own and prospect database(s) and develop a robust new prospect pipeline with the aim of developing a substantial book over a 4-5 year period. To work towards being recognised as one of LHK's leading commercial sales people whilst being aligned with LHK's credible reputation in the market.

### **Key Responsibilities**

- Creation and generation of leads from own network / existing prospect database. Develop own new business book from leads generated in line with agreed targets.
- Management and maintenance of database and development of pipeline
- Work with team colleagues to develop winning proposals for prospects
- Development of leads to a successful conclusion
- Develop, nurture and leverage existing relationships once the business has been won
- Manage sector focused campaigns
- Work collaboratively with the Business Development and Account Director team to meet and exceed new sales targets through acquisition of in-scope business
- Actively identify opportunities across the company to capitalise on account penetration and cross-selling opportunities – GI, Life & Mortgages
- Maintain a detailed knowledge of products and services offered by LHK Group
- Networking – internally with other business units, within the sector, and with external specialists
- Record all activity on the internal reporting tools and remain disciplined to the sales process
- Communicate weekly sales management and activity summary to the Business Development Lead
- Implement best in class commercial sales policies, practices and procedures, including accountability for compliance and high standard of client files on Relay
- Demonstrate commitment to LHK values and continuously support the brand integrity

### **Necessary Skills/Qualities**

- CIP qualified
- Experienced at new business sales process and track record of converting prospects to clients
- Results-oriented with strong analytical skills
- Skilled at building effective relationships, at all levels, with clients, prospects, associates, insurers, and external specialists
- Strong practical knowledge of account development and appropriate tools to achieve this aim
- Experienced knowledge of the insurance industry to deal effectively with clients
- Strong communication, negotiation and influencing skills
- Highly organised, with good planning skills
- Negotiation and influencing skills
- Resilient spirit and a persistent, self-motivated nature
- Emotionally intelligent - resilient and calm under pressure

*This job description is not meant to be definitive and may be amended to meet the changing needs of the Company.*