

Position Title: Business Development Specialist

Department: Business Development

Reports to: Business Development Director

Primary Functions: Business Development Specialists are responsible for supporting Business Development Consultants in procuring new groups and renewing existing groups. Responsibilities include but are not limited to conducting web casts, seminars, preparing proposals, service agreements, confirming census data, developing RFPs, Delivering RFPs to appropriate carriers/TPAs, preparing Executive Summaries and reviewing options with assigned BDC(s). Business Development Specialists coordinate with the appropriate BDCs and Account Managers on assigned groups and report to the Business Development Director.

- Market our consumer benefits model to Business Development Consultants and their clients
- Proposal development
- Proposal Presentation
- Marketing material development

Major Responsibilities:

- Product positioning and comparison studies
- Carrier negotiations
- Enrollment support (establish working conditions, conduct group meetings and enroll)
- Collaboration between Business Development, Client Services and Carriers to insure high participation levels during enrollments
- Track sales leads, participation levels and sales premium for CB business.

Other Requirements:

- Ability to travel 25%-35%
- Ability to attain a Life & Health Insurance License

Education and Experience:

- Qualified applicants must have a minimum of 5 years experience working with a worksite carrier in a sales / marketing position or enrollment.
- Qualified applicants must know worksite products and how to compare and position products to enhance a clients overall benefits package.
- Qualified applicants must have excellent presentation and social skills.

Developed by: Randy Stober
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