

Business Development & Account Support Executive

(12-month fixed-term)

Salary: £28,000 + commission

Location: Saltaire, Bradford

Department: Commercial

Reports to: Field Sales Manager

Main purpose of job

To generate and develop new corporate/B2B business leads for the company's health cash plan products through proactive outbound calling and relationship-building, including via LinkedIn and other social media.

You will also provide administrative and commercial support to Corporate Account Manager in the management of existing corporate accounts and intermediaries.

Company Overview

Sovereign Health Care (SHC) is a 150-year-old, Bradford-based organisation committed to promoting better health for everyone.

SHC's core mission is to help people achieve this goal, underpinned by the following core values:

- Above all, we are customer-focused.
- We do the right thing.
- We work hard for each other.
- We are always improving.
- We believe in Sovereign Health Care.

Today, SHC's primary business offers affordable health cash plan products to individual consumers and corporate clients. For a modest monthly premium, these products reimburse customers for everyday healthcare expenses, such as dental, optical and physiotherapy.

Main duties

- Generate qualified new business leads and appointments within the corporate/B2B market through proactive outbound calling and research.
- Build relationships with senior decision-makers and maintain accurate CRM records to meet agreed activity and appointment targets.
- Generate appointments for the BDM.
- Build and maintain a professional presence on LinkedIn and other relevant social media, developing connections with prospective corporate clients and intermediaries.
- Work closely with the Corporate Account Manager and BDM.
- Participate where required in internal sales projects.
- Maintain a thorough knowledge of product benefits to present solutions clearly and confidently, overcoming objections to meet customer needs.
- Actively support marketing campaigns, using initiative to identify prospects with the greatest potential for new business.

- Provide account management and administrative support to the New Accounts Manager, applying commercial awareness to day-to-day tasks.
- Manage company scheme data and day-to-day queries, using internal systems to pull together information as needed and redirecting queries to the relevant department where appropriate.
- Support with high-level claims queries for corporate business.
- Produce claims MI reporting, pulling together reports on cash plan and EAP usage for review.
- Prepare quotations to support the Account Management function.
- Support the onboarding of intermediaries and provide them with administrative support.
- Follow standard company and departmental processes and procedures, sharing ideas for improvement with your line manager.

Person specification

Relevant experience

Essential:

- Proven experience in a target-driven business development or outbound B2B telesales role, with a demonstrated ability to deliver against sales/appointment targets.
- Ability to work in a fast-paced environment.
- Ability to work within a team and use own initiative.

Desirable:

- Experience of building professional relationships via LinkedIn or other social media.

Aptitude, skills and abilities

- Commercially astute, with a good level of commercial understanding.
- Professional and friendly telephone manner.
- Able to actively listen and engage decision-makers, handling objections effectively.
- Excellent written and verbal communication skills.
- Good planning, organisation and time management skills.
- Competent in Microsoft Office applications, including Word, Excel and Outlook, and experience of working with CRM systems.
- Basic internet and email skills, with training provided where needed.
- High level of accuracy and attention to detail.

Personal attributes

- Commitment to customer service excellence, internally and externally.
- Confidence and resilience to make proactive outbound calls to clients and prospects, remaining positive in the face of rejection.
- Able to work effectively under pressure and to tight deadlines.
- Self-starter, results-oriented with a positive, self-driven and determined outlook.
- Commitment to continuous improvement.
- Adaptable to change.
- Confident, proactive approach to building relationships via social media.

Disposition

- Accountability – committed to taking ownership and responsibility for agreed actions and delivery.
- Takes ownership of tasks with a proactive, can-do attitude.

Interested? Please apply with your latest CV.