



POSITION: **Sales Manager – Columbus, Ohio**
DEPARTMENT: Sales
REPORTING MANAGER: VP, New Business Compliance & Sales
X Exempt Non-exempt

JOB RESPONSIBILITY SUMMARY:

The Sales Manager is primarily responsible for generating new business for all service lines through the development of strong broker relationships. This role also provides Account Management, as needed. This position will be based out of the Columbus, Ohio area and will potentially support Dayton, Columbus and Cleveland markets.

ESSENTIAL FUNCTIONS:

- Successfully establish, maintain and enhance credibility, communications, and relationships with distributors and groups to generate new business for all lines of service.
- Develop relationships with new brokers to ensure continued growth of organization. Also may include:
 - Assisting brokers with client issue resolution, service concerns or questions in absence of Account Manager or anything related to pricing or stop loss. Cross-selling services of existing accounts
 - Strategy development to increase closing ratio and sales
- Be educated on new products and services in order to timely present to clients.
 - Including identifying ways for brokers to position CDB products and services to deliver new business
 - Leading, organizing and planning formal presentations and meetings with brokers and their prospects, broker firms, CE courses for brokers, event planning for seminar marketing and presentation of renewals to clients as needed.
- Conducting regular meetings with broker contacts about clients, prospects, services and new selling tools to keep CDB top of mind.
- Successful and timely management of the full sales opportunity lifecycle:
 - Qualifying prospects through questions and regular interactions with brokers in accordance with the Sale's RACI
 - Regular targeting of employer prospects with key brokers
 - Working with brokers to collect information necessary to finalize competitive stop loss
 - Following up with brokers on RFPs to get to finalist or presentation opportunity
 - Providing competitive feedback to stop loss partners
 - Daily maintenance of Salesforce
- Upon sale of Self-Funded groups, complete and coordinate all paperwork and forms for implementation of stop loss and preparation of Administrative Contract.
- Providing support for other sales team members as needed
- Provide weekly internal reporting on activity to management team.
- Train on marketing portal and prepare custom presentations (by audience) using materials.
- Provide marketing support and feedback for the development of new or enhanced products and services.

ESSENTIAL SKILLS AND EXPERIENCE:

- Outstanding communication skills
- Knowledge and understanding of self-funding and stop loss
- Knowledge and application of consultative sales approach
- Ability to develop relationships at multiple levels
- Understanding of the significance of the broker relationship and having a desire to constantly enhance that relationship
- Advanced problem solving skills
- Advanced decision making and critical thinking skills
- Advanced organizational and time management skills
- Computer skills with MS Office software tools
- Strong listening and follow up skills
- Strong customer focus and sense of urgency
- Ability to manage multiple assignments simultaneously and completing accurately and timely
- Strong attention to detail
- Ability to work with little direction, a self-starter.
- Ability to prioritize work

Qualified candidates should send a cover letter, resume and salary expectations to careers@customdesignbenefits.com.