



## JOB DESCRIPTION

<b>JOB TITLE</b>	Membership Sales Manager
<b>GRADE</b>	AM1
<b>HOURS</b>	35 hours per week (Monday – Friday) 9am – 5pm
<b>REPORT TO</b>	Head of Member Relations
<b>DIRECTORATE</b>	Business Directorate

### OBJECTIVES OF THE JOB

To manage the Sales Team, with line management responsibility for the Membership Sales Executives. The post holder will lead by example with personal sales and upgrade targets.

The post holder will be a self-motivated and experienced customer service and sales professional responsible for targeted membership and Indemnity acquisition – recruiting new members, upgrading existing members and securing Indemnity policy sales – via outbound tele-sales calls.

The post holder will be commercial in their thinking and work to maximise membership and indemnity revenue, aiming to achieve and exceed their own personal sales and upgrade targets, as well as those of team members.

The post holder will be fully conversant in the specifics of BDA membership and Indemnity and its value proposition in order to ensure consistency of proactive selling across the team and to secure membership and indemnity policy retention.

### MAIN DUTIES & RESPONSIBILITIES

#### Team Management

- To plan and manage the team's day-to-day activity based on the agreed strategy and team objectives.
- To line manage the Membership Sales Executives, providing guidance, one-to-one support and direction through regular meetings and PDRs, supervising all day-to-day activity and ensuring priorities are managed and work is co-ordinated and delivered in an efficient and effective manner.



- To manage budgets and expectations effectively ensuring the best use of resources and forecasted sales are secured.
- To develop and deliver monitoring systems for Membership sales which accurately tracks and reports commission-based activity.
- To develop and foster close relationships with key stakeholders, such as Membership and Marketing colleagues, to ensure up-to-date information is shared with prospects.
- To deputise for the Head of Member Relations during absence, ensuring consistently high standards of customer care to internal and external stakeholders.

### **Personal Sales**

- To be responsible for generating significant new business sales (new joiners, upgraders and new Indemnity policies) to agreed personal monthly targets via outbound calling.
- To deploy soft sales techniques to explain the benefits of, and encourage, upgrades, new joiners and Indemnity policy sales.
- To advise, recommend and assist members with choosing the correct membership package and sell the benefits of the upper packages, identifying opportunities to promote the benefits of membership during all calls and tailoring information about our services to the individuals' circumstances and needs.
- To fully explain the benefits of BDA Indemnity and encourage prospects to obtain quotes and/or submit an application.
- To develop warm leads and nurture relationships with prospects to close the deal, and potentially sell further products and services.
- To actively build and develop knowledge of the sector, our competition, dentists' needs and BDA services in order to assist with objection-handling and identify product improvements.
- For every contact, to ensure that all member contact is recorded in CARE and that any necessary processing is completed and all appropriate confirmation emails or paperwork is undertaken with immediate effect.
- To undertake any other duties commensurate with the aims and objectives of this role.



## PERSON SPECIFICATION

### **The following Skills and Attributes are Essential:**

- Proven line management experience, ideally with a mid-sized team
- Minimum of 5 year's proven sales and/or customer service experience
- Ability to deliver training sessions in a confident, professional, clear and supportive manner
- Strong commercial acumen with a proven track record of business acquisition and experience of meeting sales targets
- Confident telephone manner with outstanding persuasion skills, and expert at closing deals
- Excellent interpersonal skills and commitment to a high level of customer service
- Excellent personal organisation skills with ability to maintain high energy levels and motivation for self and others during repetitive work
- High level of initiative and confidence, with a creative and member-centric approach to problem solving
- Excellent written and verbal communication skills
- Experience and knowledge of database-driven sales and contact systems, and ability to undertake system processing with high levels of accuracy and attention to detail
- Highly flexible and adaptable, with a 'can do' attitude
- Good team player with ability to liaise, develop and maintain good relationships with BDA staff and other stakeholders
- Excellent IT skills, including Outlook, Word and Excel and use of contact / CRM databases

### **The following Skills and Attributes are Desirable:**

- Appreciation of the professional, political and economic environment in which the BDA operates.

May 2021