



<u>Job Title:</u>	Benefits Sales Executive
<u>Department:</u>	Benefits
<u>Location:</u>	Northeastern Ohio, Western Ohio, or Southern Ohio
<u>Reports To:</u>	CEO
<u>Revision Date:</u>	05/09/2011

### Position Overview

The Benefits Sales Executive will manage all activities of the sales funnel from prospecting to closing, focusing exclusively on the development of new clients.

### Duties and Responsibilities

- Meet an annual quota of new business production
- Diligently work the sales funnel and acquire new clients via the introduction of CPI-HR's products and services to a target group of prospects
- Leverage any and all of the following techniques for successful opening interviews: Centers of Influence (COI); Canvassing; Telemarketing; Drip Campaigns; Client Referrals; Prospect Referrals; Networking Groups; Business Groups – Chamber, Rotary; Other Sales People – non-competing; Trade Shows – as attendee; Trade Shows – as exhibitor; Friends & Family
- Maintain CRM database for each prospect and provide weekly, monthly and quarterly updates on: sales funnel activity; suspect and prospect activity; new appointments; forecast and sales reports
- Transition sold cases to the service team that will primarily be responsible for retaining clients
- Become an expert and educate yourself on the employee benefits industry including products, services, legislation, etc.
- Maintain Ohio license and all CE requirements
- Be involved in the community, nurturing prospecting opportunities and raising both individual and corporate awareness

### Requirements

- Education – Bachelor's degree or equivalent
- Experience – Minimum of five years experience in employee benefits sales; preferably in the mid market

### Other Skills/Competencies

- Smart, Hungry and Determined
- Excellent people and communications skills
- Good Organizational Skills
- Professionalism and "polish"
- A team player that can work well individually

To apply for this position [CLICK HERE](#).



**Note:** The above statements are intended to describe the general nature and level of work being performed by people assigned to this job classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, to fulfill the ongoing needs of the organization.