

## **Position: Business Development Representative – Tennessee and Kentucky**

### **Roles and Responsibilities**

#### **Planning and management of assigned territory**

- Develop territory level premium plans to achieve new and renewal business objectives, as well as pricing, profitability and underwriting objectives for the territory
- Responsible for working with Underwriting team to develop plan and to gain agreement in executing it

#### **Actively identify and meet with customers, agents and brokers to solicit new business opportunities that fit our niche**

- Identify and develop new sources of business - customers and agents/brokers through continuous new business prospecting
- Build and maintain these sources of new business by developing relationships
- Develop a flow of high quality new business opportunities by following the Pipeline Management component of the Sales Process to ensure that we will be able to grow on a consistent and profitable basis

#### **Manage the selling process of new business submissions to a successful close**

- Efficiently manage internal resources by effectively qualifying new business submissions by executing the Dynamics of Selling] Sales Process
- Determine if risk fits our niche
- Understand insurance needs of the customer
- Know the key decision makers and make contact with them
- Work with the agent/broker or intermediary of customer's choice
- Understand the decision making process of the buyer and agent/broker and confirm what the decision making process will be
- Assess early on what is needed to write the account and the probability of writing it

- Engage Underwriting and Loss Control resources early in the sales process and gain buy-in on moving forward with an account - especially where it involves larger accounts or those with unique coverage needs or aggressive pricing
- Make joint presentations with the agent/broker when presenting quotes to larger customers (mandatory on \$100,000+ accounts)
- Responsible for continued follow-up and status on accounts until outcome is known
- If not successful in getting the sale, responsible for capturing and disseminating accurate and detailed information on why we were not successful
- Update CRM and begin Pipeline Management for following renewal

### **Perform original inspections on new business**

- Review Acord applications
- Review D&B to determine financial health and determine if any collection issues exist for accounts previously written
- Accurately qualify the customer by gathering and analyzing underwriting information needed to quote new business
- Visit the account, meet with the insurance buyer/decision maker, complete all necessary information (including all supplemental applications and valuations), develop base rates and upload pictures and plot plans
- If prospect has locations that fall outside of your BDR territory, coordinate inspections of these locations with other BDR's and/or Loss Control Reps as appropriate
- Make knowledgeable underwriting decisions and exercise underwriting authority for new business property coverage as outlined in Letter of Authority and submit referral to Underwriting Management if necessary
- Be the lead person in gathering underwriting information for all lines of coverage being quoted and work with underwriting team members to develop total account level quotes by providing detailed information about the customers' operations

### **Manage the selling process on renewals by executing the Client Retention Strategy**

Accounts above \$40,000 in Premium or any SPP account

- At 60-120 days prior to renewal, you should attempt to make a joint visit to the account with the agent/broker. If that is not possible, you should plan to go alone to visit the customer. The purpose of the visit should be to continue to foster a long term relationship. In addition, you should obtain underwriting information, see if the customer is shopping his insurance, find out who the competition is, and to build a relationship with the customer. The information from your visit should be relayed to the underwriter in a formal e-mail tracked in ImageRight.
- Up to the effective date of renewal, you should be monitoring the sales process and get involved as needed. Similar to a new business quote, you should also be at the renewal meeting to assure a fair representation of our quote.
- If not successful in getting the sale, responsible for capturing and disseminating accurate and detailed information on why we was not successful by calling insured to thank them for the business and determine if the account may be salvaged.
- Update CRM and begin Pipeline Management for following renewal

#### Accounts under \$40,000 in Premium

- At 30 to 15 days prior to expiration - after a quote has been released to agent/broker, will call insured to apprise them that the quote was issued by us and they should be receiving our quote from the agent/broker soon. At that time, you will determine the client's expectations regarding the renewal. BDR will document call in notes and attachments section of CRM and apprise underwriting.
- The BDR will visit every account in this size range once every two years. This sales visit should be occur approximately 90 days prior to renewal. Results of the visit should be documented.
- If not successful in getting the sale, responsible for capturing and disseminating accurate and detailed information on why we were not successful by calling insured to thank them for the business and determine if the account may be salvaged. I Update CRM and begin Pipeline Management for following renewal.

#### **The "Key Contact" or "Go To" person for agents/brokers and customers**

- A sophisticated account and relationship manager

- Provide solutions to problems that customers or agents/brokers may encounter
- Be perceived by the customer and the agent/broker as their problem solver and advocate
- BDR is charged with executing Client Retention strategy on cancellations and non-renewals by contacting appropriate individuals at customer and agents/broker levels from a relationship management perspective to attempt saving the account or explain why account was non-renewed or cancelled.

### **Telling and selling our story**

- Increase awareness of our group and our capabilities by visiting new and existing customers and agents/brokers
- Increasing our visibility within customer and agent/broker circles by participating in trade/industry association meetings
- Complement our advertising and branding efforts by using marketing materials, agent/broker/customer bulletins, and other collateral materials on every sales call

### **Create a local "branch office" presence**

- Create perception in agents/brokers or customers minds that we are "local"
- Be active in local and regional trade shows, professional societies and charitable events

### **Expert on the competition and competitive landscape in territory**

- Responsible for acquiring and reporting competitive intelligence
- A resource for new product and/or service initiatives initiated by other insurance companies within territory
- A resource for knowing about and understanding local and regional changes occurring in the lumber industry

Interested candidates should send their resume, along with salary requirements, to [resumes@plmins.com](mailto:resumes@plmins.com) or fax to 267.825.9345 Attn: Human Resources.