

Borislow Insurance
Position: Sales Consultant
Location: Methuen, MA



Firm Overview:

Borislow Insurance (BI) is a leading employee benefits brokerage and consulting firm. For 41 years, we have served clients across a wide variety of industries and geographic areas. We are strategic advisors featuring multiple subject matter expert practices that are integrated as one team to deliver our unique value proposition to our clients. Our team's deep knowledge and experience is central to our ability to lead our clients in bringing them innovative solutions to their complex challenges. We are passionately committed to building long-term client relationships based on the highest levels of integrity, superior service and exemplary performance – all done with a true sense of urgency and a personal touch. At a time of great uncertainty and change in the healthcare and insurance industry, BI remains among the fastest growing and most respected employee benefits agencies both locally and nationally.

Position Overview

The primary responsibility of the Sales Consultant is to identify, assess, and attract new clients within the 100+ employee market segment, who are value-buyers. Working closely with our subject matter expert practices, the Sales Consultant will possess the necessary expertise to effectively present group insurance products and financing options, including medical, dental, vision, group life, group short term and long-term disability insurance, and more, to prospective clients in our selected target markets. Their key role lies in sourcing, evaluating, and onboarding new clients who are interested in partnering with our organization for their captive needs.

Primary Function:

The Sales Consultant responsibilities:

- Master the BI value proposition to best position the agency with qualified opportunities
- Source and qualify potential employer clients with more than 100 employees
- Cultivate, foster and expand relationships with qualified prospects and clients
- Achieve success in sales, profitability, and development objectives as defined by BI
- Cultivate, foster and expand internal BI relationships in support of new business development activity
- Work collaboratively in growing and supporting the business development and sales efforts of BI
- Expected to uphold the mission and values established by the organization
- The Sales Consultant will regularly report activity metrics to the Executive Vice President, Enterprise Strategy & Risk Management

Key Skills and Responsibilities:

- Gain a savvy understanding of BI staff expertise, corporate history, agency goals and objectives
- Support BI mission, vision, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and the code of ethical behavior

- Develop and implement a strategic new business plan inclusive of short, medium, and long-term elements aligned for Sales Consultant's and BI's profitable growth
- Through research and industry knowledge identify qualified new business opportunities and target markets
- Communicate, review, and report on the agreed business plan and key sales metrics, ensuring the sales objectives and definition of success are well understood and executed upon
- Develop and maintain strong inter-agency professional relationships with key BI personnel and with our strategic partners
- Ability to work effectively and collaboratively with all levels of staff both internally and externally with clients and vendors
- Coordinate the involvement of company personnel, including support, service, and management resources, in order to meet sales objectives
- Demonstrate knowledge of competitors and how to best position BI against them
- Meet assigned targets for profitable sales volume and strategic objectives
- Proactively assesses, clarifies, and validate client needs on an ongoing basis
- Maintain active involvement with "internal BI team" through the sales cycle to enhance quality of proposal and presentation and to maintain continuity and consistency of all agreed upon deliverables
- Work with senior leaders to develop key measures of sales preparedness & performance to include, but not limited to:
 - Qualified prospect pipeline
 - Qualified Center of Influence (COI) pipeline
 - Weekly activity
 - Annual sales revenue growth; performance against plan (measured at least quarterly)
 - New business close success rates
- Work with team leaders to promote tools that organize, track, and report on effectiveness of networking/COI development - Gen4, Smartsheet, etc.
- Perform public speaking to clients, prospects, industry associations, etc.

Competencies

- Business acumen – savviness and consultative
- Strategic/Critical thinking
- Problem solving/analytical mind
- Financial & risk management oriented
- Client focused
- Communication proficiency
- Effective with time management
- Superior relationship development skills

Qualifications and Experience

- BS/BA Degree and / or a master's degree with a minimum of 2-5 years of health and welfare experience.
- Individual Producers License

- Demonstrated mastery of alternate funding arrangements (self-funding, level funding, minimum premium, dividend eligible, etc.)
- Strong attention to detail; ability to prioritize, and work productively in a fast-paced environment
- Ongoing professional development in the areas of employee benefits
- Excellent communication skills in order to work with agency staff and clients at all levels, including "C-level decision-makers"
- Ability to conduct presentations, and willingness to travel
- Demonstrated team management and organizational skills
- Articulate, professional, courteous, and customer service focused
- Resourceful and have ability to act as a business partner with clients
- Strategic thinker with consultative skills
- Ability to work independently and collaboratively with a high performance team
- Strong analytical and mathematical skills
- Strong Technical Skills