



Business Development Manager

Title: Business Development Manager (BDM)

Reporting to: Head of Sales

Location: Let Alliance Head Office

Salary: Salary plus commission and car allowance

Role purpose:

Responsible for winning new business accounts and developing existing accounts potential to increase business revenue.

KEY TASKS AND RESPONSIBILITIES: -

1. To identify potential new clients through the following means: market knowledge, industry databases, networking and other appropriate methods ,
2. To ensure rigorously that potential clients are “qualified” to exclude clients who do not meet Let Alliance’s preferred profile, those unlikely to engage constructively with Let Alliance within a reasonable timescale, or those with an unacceptable risk profile.
3. Generate new business on a monthly basis ensuring that each new client is fully trained on our system, transacting on a regular basis (depending on size of the agent) and understands our products and criteria
4. To ensure that the prospect management system is kept up to date with all activity
5. To follow the sales process to ensure that potential clients progress towards a successful appointment or are “qualified out” of the process efficiently to minimise wasted activity.
6. To deliver a targeted number of clients mandating tenants liability insurance
7. To manage your diary effectively and to attend a minimum of 3 agents visits per day when on field appointments, and being sensible in travel distance.
8. To send a weekly update, every Friday, to the Head of Sales, detailing your feedback from appointments held that week.
9. You will discuss all Let Alliance products with new and existing customers. You will promote portfolio transfers, general insurance, Evict, Global, Rent on Time, Nil Deposit, Motor Fleet and PI.
10. To maintain, alongside the Customer Development Manager’s, a longer term contact plan with key accounts, in pursuit both of securing the relationship with the client, and pursuing further growth and/or referral opportunities.
11. Represent Let Alliance, articulating the company’s values and services proposition, at appropriate industry networking events.
12. Maintain up to date knowledge of the property sector, and the insurance market, through continuous professional development, and by attendance at appropriate seminars, conferences.
13. Ensure, in liaison with the senior management team, that all activities are conducted in line with all Regulatory and Let Alliance requirements.
14. Ensure that all client proposals embed fully Let Alliance’s Treating Customers Fairly (TCF) obligations
15. Meet all personal targets set by the Head of Sales each business year.



16. Undertake any other duties you are reasonably called upon by the senior management team

PERSON SPECIFICATION: -

- Minimum of 2 years sales experience, preferably within the property sector or insurance market.
- Demonstrable track record in converting “new” business, and maximising growth/new business opportunities.
- Broad insurance market knowledge
- Good technical base appropriate to the Property market
- Strong team player.
- Good knowledge of industry regulatory requirements
- ARLA qualified or commenced study towards ARLA qualifications