

JOB DESCRIPTION

Job Title	Assistant Vice President Sales and Products	Job Reference No.	
Department	Sales and Strategy	Created/Revised	July 2020
Reports to	Vice President Sales and Strategy	Staff Supervised	5 direct reports; 6 indirect reports

Type of position:	<input checked="" type="checkbox"/> Full-time	<input type="checkbox"/> Part-time	<input type="checkbox"/> Contractor	<input type="checkbox"/> Intern	
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GENERAL DESCRIPTION

This role is accountable for the achievement of revenue targets in the assigned region(s) and oversees the development and enhancement of the product suite in support of the Company's strategic mandate.

ACCOUNTABILITIES

- Develop sales strategy in collaboration with relevant stakeholders for sign-off/ approval by the VP Sales & Strategy
- Develop, track and manage the execution of the sales plan and its key performance indicators.
- In collaboration with the Assistant Manager Marketing, develop and execute sales campaigns to drive new business growth, retain existing business and deliver revenue optimisation from all sales channels.
- Proactively identify opportunities and risks, while recommending mitigating actions and managing the implementation to drive results against plan.
- Collaborate with internal stakeholders to refine strategies and initiatives that grow and sustain revenue, and remove obstacles to operational efficiency.
- Maintain and improve market share by developing new and nurturing existing strategic relationships in the Credit Union segment.
- Review and approve individual action plans for team members that facilitate the effective deepening of client relationships and the effective search of sales leads and prospects.
- Lead sales meetings and pipeline reviews, to recommend/ follow up for corrective action as required
- Review and provide feedback on recommendations for improvement/ new opportunities based on the evaluation/debrief of each sales campaign.
- Actively coach, develop, and motivate sales team to become top achievers and future leaders.
- Report business activities and make recommendations for improvements to Vice President Sales and Strategy
- Lead the development of new/existing products, and the management of the product portfolio.
- Lead the product development committee assisted by the Manager Client Retention and Products
- Other duties as assigned

SKILLS REQUIREMENTS

- Strong leadership skills
- Ability to effectively drive for results through a team
- Strong sales orientation (sales system)
- Ability to create and maintain business relationships
- Excellent interpersonal skills
- Effective decision making/problem solving skills
- Ability to learn and retain product-specific information and utilize to position the features and benefits to clients
- Excellent negotiation skills
- Excellent oral presentation skills
- Ability to prioritise effectively
- Resilience
- Excellent written and verbal communication skills
- Ability to recruit and develop high-performing sales talent

EDUCATION, EXPERIENCE, KNOWLEDGE AND CERTIFICATION REQUIREMENTS

- Demonstrable knowledge of sales methodology, process and discipline
- Minimum of 3 years' experience in Executive Sales Leadership in the Financial Services Industry
- Proven track record for results
- Minimum of four (4) years progressive experience in the insurance industry would be an asset.
- Masters' Degree in Marketing, Business Administration or related area of specialty
- Strong understanding of client and market dynamics