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| **Role title:** | Business Development Executive (Dental) | **Responsible to:** | Business Development Manager |
| **Division:** | Business Development & Engagement | **Department:** | Business Development and Segment Planning |
| **Direct Reports and Level:** | None | **Scope:** | UK |
| **Scale:** | 0 People0 budget**Targets 2020**XX Account management meetings-12% net movement established dental members |
| **Regulated Function(s) Held:** | No |
| **Evaluation Level** | Implement Level 2 | **Role Family** | Sales, Marketing and Communications |

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| **Overall Role Purpose** |
| The purpose of the role of MPS Dental Business Development executive is to implement appropriate sales strategies within the UK market to optimise customer acquisition, retention, customer satisfaction and brand engagement across specifically identified customer segments, life-stages and geographical areas. Time will be divided across our three dental segments; pipeline, young dentists and the established market, focusing on retention of members. Most time is spent on established members working within dental practices, and specifically Dental Protection Xtra practices. This can be via telephone, practice visits, email or attending events and conferences. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Service Delivery*** Achieve retention targets by preparing and implementing business development plans that meet MPS objectives whilst maintaining a responsible approach to risk for the company.
* Actively feed and manage the pipeline; identifying and qualifying opportunities to ensure they fit within MPS’s target market and / or will contribute to the achievement of overall business objectives.
* Identify opportunities to engage with prospective members / target audiences to promote the MPS brands; working closely with Marketing colleagues where appropriate.
* Proactively manage sales pursuits in accordance with process and internal regulatory requirements (where appropriate) ensuring required actions are delivered on time and within agreed SLAs.
* Demonstrably manage and develop leads to acquire and retain business by producing proposals that differentiate our offering through brand, communication, product, pricing and proposition; managing these from opportunity to submission and working cross functionally to ensure any proposals can be delivered by the wider business.
* Ensure you adhere to the processes and procedures in relation to member contact, record keeping and internal / external handover.
* Liaise with Direct Sales and Service, Underwriting and Pricing colleagues to support the joining process; acting as the interface between these departments and the member to enable fair risk assessment and subscription setting.
* Manage internal and external relationships to ensure a clear flow of communication between the member and the business where appropriate.
* Support assigned Business Development and Segment Planning projects affecting MPS wide initiatives.
 | * Delivery of individual objectives including sales targets
* Member feedback
* Colleague feedback
* Colleague observation feedback
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| **Financial*** Work with other Business Development and Segment Planning leaders to deliver the activity plans within budget.
* Manage all spend within organisation policy, reporting any variance to the line manager prior to any commitment to spend.
* Ensure all spend against budget is promptly and appropriately logged against the correct budget code.
 | * Operational budget Vs Plan
* Retention income Vs plan
* Evaluation of Return on Investment on delivered events
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| **Member*** Manage informal complaints / expressions of dissatisfaction to achieve first touch resolution for our members and in accordance with policy standards and process ensuring fair outcomes
* Seek opportunities to continuously improve ways of working and meeting member needs.
* Contribute to team, department and divisional continuous improvement projects aimed to improve operational efficiency and member experience.
* Monitor and provide robust challenge of emerging risks and issues arising from changing market needs, competitors, internal processes and products which fail to deliver appropriate and consistent outcomes for members or are likely to have a material adverse effect on the overall target pool and business wide objectives and successes
 | * Member feedback
* Complaints outcomes
* Colleague observation feedback
* Outcomes of ongoing member feedback and indemnity monitoring / audit findings
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| **People*** Take personal accountability for own training, competence, performance and engagement of self and colleagues, ensuring clarity on own accountabilities and comply with all membership governance, policy standards and processes.
* Be responsible for measuring and analysing own sales performance to identify where commercial capabilities can be improved upon e.g. process/ communication/ activities.
* Build key relationships with internal and external stakeholders as necessary; liaising with internal colleagues to deliver quality product offerings and service outcomes for members.
* As own competence develops actively share learnings, knowledge and best practice across the team and wider organisation.
 | * Delivery of Personal Development Plan
* One to one / performance review meetings Vs Plan
* Completion of mandatory training requirements
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| **Risk*** Identify and report risks and issues identified within Business Development and Segment Planning and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Adhere to appropriate business policies, processes, controls and internal regulatory requirements (as applicable) to ensure business risk is directed to the appropriate product and within appetite. Challenging scope of appetite where sufficient business justification to warrant consideration.
 | * Member income audit outcomes
* Appropriate reporting and escalation of identified risks
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| **Responsibilities (RACI)** |
| * Provide cross team and departmental support and co-ordination where required to ensure strategic acquisition, engagement and retention objectives are met and service standards are maintained.
* Support decision making in key internal meetings by representing the member voice.
* Maintenance of appropriate member records to ensure optimum service delivery to member and support accurate and fair internal decision making in relation to business activities across the organisation impacting the member.
* Role model a culture of commerciality across all areas of the role to drive operational effectiveness and efficiency whilst also delivering great member experiences and outcomes.
* Complete 15 hours of protective learning per year to keep abreast of the changing dynamic of the healthcare sector and dental indemnity market
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| **Key Governance Responsibilities** |
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | * Sound grasp of sales and commercial principles
* Minimum of 3 years experience in a telephony / face to face sales role with evidence of proven sales track record
* IT literate, fully conversant with use of Microsoft office applications including, word, excel and Outlook
* A full clean driving license
 | * Ability to work collaboratively and influence across organisations/ functions
* Solution focused
* Strong verbal communications skills
* To be able to challenge in a positive and appropriate way
* Results orientated focus
* Self-motivated, strong attention to detail and organised
* Ability to manage own workload and time effectively with strong organisational skills
* Ability to build long lasting relationships with stakeholders
* Ability to seek new businesses
 | * Working in a targeted, sales or business development role in a relevant area
* Strong account management background with sale through service in a field-based role
* Implementing activity plans and achieving targets
* Measuring and evaluating sales activities
* Needs based / consultative selling
* Experience selling to niche markets
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| **Desirable** | * Understanding of dental indemnity and insurance and MPS (including how the organisation operates, its markets, goals and the work of individual departments)
 |  | * Sector knowledge (health indemnity/ professional support/ insurance)
* Presenting to members
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