



## Job Description

### **BUSINESS DEVELOPMENT DIRECTOR – HEALIX INTERNATIONAL**

**Healix International requires a Business Development Director for the generation and development of new business opportunities. The successful candidate will be a consummate and credible sales professional selling a range of medical services to Risk Management buyers, Finance Directors and Managing Directors of major brands and blue chip companies.**

The role is focused purely on new business and is suited to people who are 'sales focused' and who can exploit their exceptional sales skills with effective and successful results.

<b>Responsible to:</b>	Group Sales and Marketing Director.
<b>External relationships:</b>	Blue chip multi-national and international clients, international healthcare insurers and third party administrators to director level.
<b>Internal relationships:</b>	Senior Management, Operations management team, Marketing, Finance and Administration.
<b>Salary:</b>	Circa £50k plus uncapped commission.
<b>Hours:</b>	9am – 5.00pm.
<b>Location:</b>	Hampton, Middlesex.

#### **Main duties of the post**

- You will develop new business relationships, generate and negotiate new income for Healix International to an agreed annual minimum target of £500k invoiced revenue, to increase year on year
- Presenting Healix International to potential clients through direct communication in face to face meetings, telephone calls and emails
- You will be expected to spend 80% of your time out of the office in meetings. Travel is a major factor and is predicted to be predominantly UK with some overnight stops. International travel can be expected from time to time
- Co-ordination of your own lead generation and appointment setting through our retained tele-marketing agency
- Actively and successfully manage the sales process: lead generation, credentials pitch, asking questions, solution pitch, negotiation, close, handover to the account management team
- Possess drive, motivation and acute attention to detail in ensuring all sales opportunities to Healix International are captured and explored
- You will have individual responsibility for new business, and are expected to self manage; however, you will be part of a growing team of people with the same job title. Support is available from the managing and sales directors for complex large pitches and strategies

- As a representative of Healix International at industry events and tradeshow, your professional manner and polished appearance will aid your intention of gaining new business leads and contacts
- Managing and maintaining a pipeline and ensuring all sales administration is managed to acceptable standards
- Creating and being accountable for all client proposals, contracts and any further documentation, following Healix International procedures
- A thorough understanding of clients risk management objectives including their Return On Investment (ROI) objectives
- Responding to tenders and requests for information in a timely manner
- You will effectively interact with other departments including the operations management and underwriting manager (s) when handing over campaigns ensuring you fully and correctly brief in all aspects of the sale
- Keeping abreast of issues affecting international health insurers and risk management companies and collecting competitor intelligence
- Ensuring Healix International remains proactive and responsive to prospective clients.

**A Healix International person is...**

Part of what makes Healix International as successful as it is are the highly motivated people who work here and their enthusiasm to provide high levels of customer care. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through.

An inspiration to your colleagues, you are a tenacious, driven and highly motivated sales professional with a proven record of success in the B2B selling environment with experience of selling to “Blue Chip” companies at director level, with a strong empathy for people. Hungry for success and with a committed motivation to getting things done, you always place the client at the centre of everything you do.

**Skills, Knowledge and Experience required**

- Proven success in your sales ability and demonstrable full knowledge of the sales process
- Confident negotiator and ability to ‘close the deal’
- Strong client management skills and ability to keep promises
- Capable of hands on problem-solving, with ability to generate ideas and solutions
- A positive and determined approach to researching and analysing new business opportunities
- Ability to use own initiative and pay close attention to detail
- Ability to cope with competing demands and to prioritise tasks
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Excellent organisational and time management skills
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual
- UK driving license (own car is preferable)
- A sound understanding of the UK and International medical assistance and health insurance sectors would be a distinct advantage.

### **Functional Competencies required**

- Confidence to present a tailored presentation to potential client team by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Ability to deliver a tailored sales process to achieve targets / KPI's by generating leads, asking probing questions, using most appropriate features & benefits based on clients needs and matching with a tailored solution
- Ability to identify new business opportunities using relevant research tools / sector specific targeting and cold calling
- Ability to manage and maintain accurate and accessible tailored documentation i.e. Presentations / proposals to meet clients needs
- Ability to co-ordinate the pitch process by effectively providing the relevant teams with a summary of clients financial and risk management needs in order to obtain relevant assessment strategy recommendations.

### **Healix International Competencies to develop while in the role**

- Ability to co-ordinate and improve the pitch process by effectively providing the relevant teams with both a detailed summary of clients technical and marketing needs plus applying previous knowledge / experience in order to obtain relevant assessment strategy recommendations
- Manage a tailored sales process to achieve targets / KPI's (client value up to £50k) incorporating consultancy
- Co-ordinate a pitch project team in order to deliver a tailored sales pitch to clients (value £50k+)
- Confidence in presenting / speaking at industry events / workshops (to audience of 100+) by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Represent Healix International at industry events and trades shows by clearly demonstrating knowledge and expertise (up to audience of 30+)
- Detailed knowledge of international healthcare and risk management products within both UK and International market
- Manage and maintain tailored documentation in response to client RFI & RFP.

### **Estimated time allocation**

- 80% new business pitches and meetings and generating new outbound business leads
- 20% Developing proposals and strategy

### **Company Information**

Healix International is a fast-growing and innovative Hampton based medical services and risk management company that is focused on providing the very best service to our blue chip clients. They include Virgin Atlantic, RBS Insurance, The Foreign and Commonwealth Office, Mondial Assistance, Panasonic and Allianz Worldwide Care.

Healix International offers a professional, friendly and supportive environment within an open plan office free of discriminatory practices. Ambitious and hard working, you will join a robust in-house competencies development programme aiming at encouraging all employees to reach their full potential.

We operate a no smoking policy.