



BROKERS' SERVICE MARKETING GROUP

Position: New Business Development Manager/Wholesaler

Department: Sales

Supervisor: President & CEO

New Business Development Manager/Wholesaler – Life and Annuity Brokerage

Founded in 1972, Brokers' Service Marketing Group is a nationally recognized insurance brokerage firm and a leader in the life insurance and annuity distribution business. Our clients are financial institutions (banks and BDs) as well as individual financial advisors. We have built a reputation as an industry leader that delivers service excellence, doing what's best for the customer and for fair dealing. We have doubled in size over the last 10 years through consistent, diversified growth and are continuing to grow our sales team of 15 entrepreneurial sales professionals.

Job Objective

The New Business Development Manager/Wholesaler will manage and recruit producers resulting in profitable sales growth with a focus on BSMG's values and standards. A successful wholesaling professional is an entrepreneur who delivers sales growth through the use of our best practices and mastering our unique value propositions. This external sales role collaborates with an Internal Wholesaler to support all efforts towards managing and growing sales.

Responsibilities:

- Create and manage a book of 100-200 active producers and prospects. Consistently increase sales among their book of producers.
- Become a dominant wholesaling professional through the use of several key strategies:
 - Understand and navigate wholesaling best practices including executing producer call plans, pipeline development and management in CRM, and weekly prospecting call campaigns.
- Maintain regular contact with top producers and prospective top producers and deliver high-value sales presentations.
- Develops new production from producers, by understanding, listening and imparting the tools and concepts that create revenue and make the complex, simple.
- Consistent focus on high-value selling activities, exceed service expectations and develop deep customer relationships.
- Tell our unique stories and deliver a compelling "buyer journey".
- Conduct oneself with a focus on service excellence, fair dealing, and client-first decision making.
- Must be passionate about business and have a track record of sales success
- Develop an annual minimum of \$2 million of commissionable premium within a 3-year period.

Skills / Requirements:

- Self-motivated and passionate about wholesaling excellence and sales growth
- Have at least 5 years of experience wholesaling
- Have a group of "portable" producers that can reliably provide more than \$1 million annually of commissionable premium (once up and running – after 2 years).
- Understand how to motivate and develop business from brokers that have a healthy client base but who don't sell protection products. They must be able to consistently stay in contact to develop this business.
- Be well-organized, energetic, and a follow-through professional.

- Ability to develop relationships with producers and centers of influence as a consultative, trusted advisor.
- Superior customer service and ability to build productive long-term relationships.
- Strong ability cross-sell and create revenue-producing referrals in Annuities and LTC
- Understand complex life insurance concepts used for business and estate planning, and cash value accumulation for the purpose of tax-free distributions.
- Exceptional interpersonal and networking skills (Including Linked-In)
- Solid professional writing skills.
- Must have the ability to present in one-on-one and small group settings
- Must be detail-oriented, analytical, well-organized, assertive, confident, thoughtful, innovative and creative – all the attributes of a successful entrepreneur.

Education/Experience

- Qualified candidates must possess a bachelor's degree from a four-year college or university with a concentration in finance, business or an equivalency of education and experience.
- CLU and/or CFP designations highly desired.
- Life Insurance license and Series 6 required.

More Information about BSMG:

BSMG is a team of people striving to create memorable experiences, every day. We believe that acting as a fiduciary to the policy holder, providing service excellence and being passionate about what we do every day (even having fun) are all keys to our differentiated business model. We are a trusted resource and partner to thousands of financial advisors, as well as banks, broker dealers and producer groups. BSMG has strong relationships based on mutual respect with the Nation's leading insurance carriers. Our proprietary underwriting process, RDU™ (Risk Differentiated Underwriting) is unmatched in the industry for delivering exceptional underwriting results on cases of significance. BSMG has developed a stellar industry reputation over the past 4 + decades with all of our carrier partners as well as those with whom we do business. BSMG is a dynamic, exciting place to work – being recognized as one of the Best Places to Work in RI 2014 and Worksite Health Award (superior rating).

Interested candidates, please send a letter of introduction and resume to: Pamela DeMelim, Brokers' Service Marketing Group, 500 South Main Street, Providence, RI 02903, or pam@bsmg.net.

All applications will be considered without regard to age, race, religion, color, sex, physical or mental disability, or national origin.