Denplan Business Development Consultant

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| **Budget:** |  | **Function:** | Sales |
| **Line Manager:** | BDM | **Direct Reports:** | N/A |
| **Our Vision** | | | |
| Improving access to healthcare for all in the UK to:   * Lead your best life * Prevent you from getting a disease you’re at risk of * Access the best in care (digital where possible, physical where necessary) * Manage your long-term condition | | | |
| **Your Role** | | | |
| **Role Purpose**  To retain and grow a portfolio of valued Denplan clients (Tiers 1 – 5), with a focus on delivering profitable net growth and the achievement of the business plan. | | | |
| **Your Responsibilities & Accountabilities:** | | | |
| **Sales Targets**   * Develop high value business to business relationships and deliver the retention, growth, cross selling and new business results to deliver the profitable net growth targets as set out in your objectives.   **Client Relationship Management and Service Delivery**   * Establish and develop strong relationships with the clients * Manage each client in line with the client management standards for the Tier (Segment) of the client. * Jointly plan multi-year sales objectives and goals with all clients, whilst factoring in the Corporate Client plan where the practice is part of a Corporate client. * Complete and maintain account plans relevant to the clients Tier, factoring in any Corporate direction. * Have full accountability for your portfolio of clients, lead all initiatives and be appropriately detailed in all requests from the business, showing high levels of commercial acumen and strong influencing skills. * Ensure the client is connected to Denplan across their business and ours as appropriate for their Tier. * Create appropriate operating rhythms with each client. * Drive relevant structured engagement with each client ensuring   + The clients has multiple connections with Denplan as appropriate   + Meetings are held with the appropriate rhythm   + The client is informed about Simplyhealth and Denplan’s strategy and key organisational updates on a regular basis (quarterly minimum)   + Meetings are structured and follow the account management standard agenda as a minimum * Deliver thorough account management diligence through maintaining accurate records and meeting notes on Salesforce, ensuring information is correct and up to date. * Bring the best of Denplan to the fore, engaging and deploying the wider organisation appropriately to deliver the business results. * Be accountable for managing all NHS transitions, securing the resources of the wider business as required. * Identify the need for and co ordinate the delivery of high quality training. * Attend client and industry events to develop a broad range of network contacts.   **Portfolio / Account Development**   * Understand your portfolio with an aim to moving clients up the segmentation model to higher value Tiers, by consulting clients on their business strategies and understanding their plans and ambition, thereby allowing you to be clear where there is real opportunity to grow now, where there may be opportunities for growth in the future and where there is little or no likely opportunity. * Prioritise work within your portfolio, balancing time between the various Tiers of clients to ensure maximum time efficiency and effectiveness. * Identify and execute opportunities for growth.   **Joined Up Working**   * Develop and maintain quality working relationships across our business, securing resources and support for clients as required. Understand the strategic and operational priorities of these areas to ensure teams work together in a positive and collaborative way for the benefit of clients. * Inform the planning process, be able to provide and justify projections for your portfolio. * Keep stakeholders appropriately updated with well summarised information. * Support the planning of and attending of events for Denplan clients.   **Product and Service Knowledge**   * Develop and maintain an in-depth knowledge and understanding of our products and services, the benefits they deliver to clients and end users, and our differentiators. * Know competitor products and services.   **Market and Customer Feedback**   * Know and share market trends and developments, competitor activity and customer feedback on all aspects of Plan to continuously improve and develop our products and services and to proactively consult clients * Become the clients’ first point of contact and ‘go to’ person, to build strong relationships and garner positive feedback from all clients on your approach and capabilities.   **Reporting**   * Ensure provision of monthly and ad hoc reporting and management information as required to both the client organisations and internally.   **Quality, Safety and Compliance**   * Appropriately abide by risk management, compliance and mandatory learning requirements as required by the business. | | | |

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| **Key Connections:** |
| 1. Denplan Sales team 2. Sales Excellence team 3. Strategic Partnerships team 4. Finance team 5. Clinical team 6. Training team 7. MI team 8. Operations teams 9. Product team |
| **Key Experience:** |
| * Significant experience managing large / high value client accounts * Experience in creating and nurturing mutually beneficial business relationships * Successful track record of commercial delivery and business development * Excellent client relationship building and stakeholder management skills * Consultative selling skills * Excellent influencing and negotiation skills * Effective communications skills, both verbal and written * Ability to present effectively at director level * High levels of commercial acumen, balancing short term needs with longer term objectives |
| **Our Values** |
| Health and access to healthcare have never been more important. With this comes endless exciting possibilities for innovation and growth. The market is evolving quickly, so we need to ensure our customers have access to the leading-edge health solutions they expect and deserve, now, and for generations to come.  **We’re living in extraordinary times…**    By reinventing ourselves, we will reach more customers, giving them increased access to affordable healthcare and unlocking our growth potential. This next chapter is about transformational change for us.  **This is our time to survive, drive and thrive…**  This is our chance to get ahead and stay ahead. We will ensure our commercial success by moving into new areas of healthcare, and leading with preventative, breakthrough solutions. We will use innovative digital tools, embracing technology to create new partnerships and opportunities. We are passionate about helping every generation lead better lives and get the care they need in real time.  To make this a reality, we need to challenge our ways of working, whilst keeping the customer at the heart of everything we do. To *really* make a difference, it’ll take every single one of us across Simplyhealth to step up.  **Our cultural movement...**  To act with **courage and curiosity**, so we can unlock the opportunities to help customers, colleagues and communities. To operate with **trust and kindness**, working alongside customers, delivering what they need to live their best lives, as well as supporting colleagues as they strive to be their best. Spotlight our passion for **All together healthier**, focusing on self-care and nurturing relationships. We must ensure we are a strong team - one that’s able to build healthier lives for all. We each have an important role to play in this next chapter. Everyone has the freedom to innovate and make a difference for our customers. We need to act at pace and take on newer, braver, creative approaches. We shouldn’t be afraid to fail fast and learn quickly. By being curious and continually pushing ourselves and each other, we will find new and better ways. |
| **Our Behaviours** |
| |  |  |  | | --- | --- | --- | | Courage and Curiosity | Trust and Kindness | All Together Healthier | | ***So we deliver profits for a purpose*** | ***Because our customers, colleagues and communities are at the heart of what we do*** | ***Enabling better health outcomes together*** | | * We make bold decisions and take considered risks, with customer and commerciality front of mind. * We make things happen and keep things simple. * We always take the initiative and hold ourselves accountable for the delivery of great results. * We ask questions and listen intently as every viewpoint and capability counts, and we have the courage to be honest and say what we think. | * We invest in relationships to build trust and rapport. * We listen carefully always trying to find ways to add value. * We treat each other with care, compassion and kindness, celebrating and embracing differences. * We strive to make a difference in society, unlocking opportunities for those in need. | * We help every generation take control of their health. * We start with self-care so we can show up at our best, every day. * We are full of energy and pride in what we do. We focus on self-development to learn and grow, so we can stay up to date and add value. * We innovate and collaborate on our best ideas. Together, we can drive the changes that are needed to help our business grow, and help our customers live their best lives. | |
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| * **We have a ‘smart working’ policy with flexible remote working. However, there may be a requirement to attend meetings at our Hampshire head office in line with government guidelines.** * Some UK travel & overnight stays. * Reasonable role and task flexibility expected given the seniority of the role. * May be required to lead other business activities or projects in other parts of the Simplyhealth Group. |