Denplan Business Development Executive

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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
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| **Your Role** |
| **Role Purpose**To retain and develop a portfolio of Denplan clients (Tier 6), proactively identifying those with potential to become Tier 1-5 clients and co ordinating resources to deliver on those opportunities; and to drive a pipeline of new to Denplan practices; thereby contributing to profitable growth and the achievement of the business plan. |
| **Your Responsibilities & Accountabilities:** |
| **Sales Targets*** Develop high value business to business relationships while delivering the net growth results as set out in your targets.

**Client Relationship Management and Service Delivery*** Establish and develop relationships with clients and all relevant internal stakeholders
* Have full accountability for your portfolio of clients, lead portfolio wide initiatives effectively to reduce cost and drive profitable growth.
* Create appropriate operating rhythms with each client.
* Deliver thorough account management diligence through maintaining accurate records and meeting notes on Salesforce.

**Portfolio / Account Development*** Understand your portfolio by consulting clients on their business strategies, understand their plans and ambition allowing you be clear where there is real opportunity to grow now, where they may be opportunities for growth in the future and where there is no opportunity.
* Prioritise work within your portfolio to ensure maximum time efficiency and effectiveness by balancing time between opportunities for growth and retention.
* Be able to move a client to a field based colleague where appropriate to drive further growth and avoid one client taking a disproportionate amount of time.

**New Business Development*** Be responsible for new business development, generating leads and identifying prospects and either converting to Denplan yourself or working with BDC’s to convert.
* Manage organisationally and self generated leads in a structured way, maximising the conversion of leads to prospects to new business.

**Joined Up Working*** Develop and maintain effective working relationships across our business, securing resources and support for clients as required.
* Inform the planning process, be able to provide and justify projections for your portfolio.
* Keep stakeholders appropriately updated with well summarised information.

**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

**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. Strategic Partnerships
3. Sales Excellence team
4. Finance teams
5. Clinical Team
6. Training team
7. MI Team
8. Operations teams
9. Product team
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| **Key Experience:** |
| * Experience in creating and nurturing mutually beneficial business relationships
* Strong client relationship building and stakeholder management skills
* Successful track record of commercial delivery and business development
* Consultative selling skills
* Well developed influencing and negotiation skills
* Effective communications skills, both verbal and written
* Ability to present effectively
* Well developed commercial acumen
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| **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** |
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| 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.
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