

Department:	DIRECT SALES, CONTACT CENTRE
Job Title:	BUSINESS DEVELOPMENT CO-ORDINATOR
Level:	Staff level 1
Reports to:	Assistant Manager, Direct Sales
Budget Responsibility:	No
Direct Reports:	No
Staff Responsibility:	No
Purpose:	As a member of the BHSF staff assists and contributes to the operational effectiveness of the department and the company's objectives.

KEY RESPONSIBILITIES

- To increase the recovery of lapsed policyholders via proactive sales techniques such as standard letters, telephone approaches and following up mail shots;
- To retain existing policyholders via incoming calls who intend to cancel their policy;
- To create and capitalise on any cross and up-selling opportunities via incoming and outgoing calls;
- To seek Tell-a-friend referrals via proactive incoming and outgoing telephone sales techniques;
- To ensure accurate records of progress and correspondence are kept;
- To report sales against targets using adequate metrics;
- To work closely with the Assistant Manager, DST, analysing opportunities for further sales, co-ordinating efforts and resources;
- To work in shift patterns of 12pm - 8pm or possible 8.45am - 4.45pm Monday to Thursday, Friday 8.45am - 4.45pm and regular Saturdays 10am - 2pm;
- To maintain courtesy, professionalism and high standards of presentation in all communications with customers and potential customers;
- To comply with your obligations under the Company's data protection, information security and other relevant policies, when handling personal data or special categories of sensitive data;
- To carry out appropriate clerical and general duties as may be required from time to time by the Assistant Manager.

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Signature	Date