



PERSON SPECIFICATION

JOB TITLE: Business Development Co-ordinator

Competency	E/D*	Criteria	Method of Assessment **
Experience	E	Significant outbound/telesales experience including: Cold calling	1 / 3
	E	Cross/up-selling	1 / 3
	E	Retention and objection handling	1 / 3
	D	Experience of insurance industry	1 / 3
Qualifications/ Attainment	E	A minimum of five GCSEs (or equivalent) at grade A-C	1 / 4
	E	Successful completion of standard Maths and English tests	2
Knowledge, skills and abilities	E	A strong self-motivator	3
	E	Ability to work under pressure and to targets	3
	E	Ability to organise and co-ordinate resources	3
Personal Qualities	E	An enthusiastic team player	3
	E	Desire to succeed	3
	E	A focused individual	3
	D	Desire to progress and develop	1 / 3

Key

*ED = Essential and desirable criteria (see guidance notes)

**1 = prior to short-listing, CV

**2 = test after shortlisting

**3 = interview

**4 = documentary evidence (e.g. certificate, reference)

**5 = probationary period