



JOB DESCRIPTION

JOB TITLE Membership Sales Executive

REPORT TO Head of Member Relations

DIRECTORATE Business Directorate

OBJECTIVES OF THE JOB

The post holder will be a self-motivated and experienced customer service and sales professional responsible for targeted membership acquisition – recruiting new members and upgrading existing members – via outbound tele-sales calls. The post holder will also be responsible for encouraging new or existing members to sign up to BDA Indemnity.

The post holder will be commercial in their thinking and work to maximise membership and indemnity revenue through recruiting new members and encouraging sign up to our Indemnity Scheme. They will aim to achieve and exceed sales and upgrade targets.

The post holder will be fully conversant in the specifics of BDA membership and BDA Indemnity and its value proposition in order to proactively sell membership and indemnity and secure and retain new and upgraded members.

MAIN DUTIES & RESPONSIBILITIES

- Generate significant new business sales (new joiners, upgraders and new Indemnity policies) to agreed monthly targets via outbound calling
- Work to joiner, upgrade and Indemnity targets, forecasting outcomes and regularly reporting on performance against targets
- Deploy soft sales techniques to explain the benefits of, and encourage, upgrades, new joiners and Indemnity policy sales
- Advise, recommend and assist members with choosing the correct membership package and sell the benefits of the upper packages
- Fully explain the benefits of BDA Indemnity and encourage prospects to obtain quotes and/or submit an application

BDA

- Develop warm leads and nurture relationships with prospects to close the deal, and potentially sell further products and services
- Actively build and develop knowledge of the sector, our competition, dentists' needs and BDA services in order to assist with objection-handling and identify product improvements
- Understand and respond to member concerns or reasons for leaving, briefing prospects of their options, countering concerns and persuading individuals to join and/or remain in membership
- Identify opportunities to promote the benefits of membership during all calls, tailoring information about our services to the individuals' circumstances and needs, to improve understanding of the member offering and improve perception of value
- Work in a unified way with other Sales Team members to ensure all opportunities to support and sell are utilised
- Develop and foster close relationships with key stakeholders, such as Membership and Marketing colleagues, to ensure up-to-date information is shared with prospects
- For every contact, ensure that all member contact is recorded in CARE and that any necessary processing is completed and all appropriate confirmation emails or paperwork is undertaken with immediate effect.
- Undertake any other duties or special projects commensurate with the aims and objectives of this post.



PERSON SPECIFICATION

The following Skills and Attributes are Essential:

- 1 – 2 years proven sales and/or customer service experience. Would consider university leaver.
- Proven track record of business acquisition and experience of meeting sales targets
- Strong commercial acumen
- Confident telephone manner with outstanding persuasion skills, and expert at closing deals
- Excellent interpersonal skills and commitment to a high level of customer service
- Excellent personal organisation skills with ability to maintain high energy levels and motivation during repetitive work
- High level of initiative and confidence, with a creative and member-centric approach to problem solving
- Excellent written and verbal communication skills
- Experience and knowledge of database-driven sales and contact systems, and ability to undertake system processing with high levels of accuracy and attention to detail
- Highly flexible and adaptable, with a 'can do' attitude
- Good team player with ability to liaise, develop and maintain good relationships with BDA staff and other stakeholders
- Excellent IT skills, including Outlook, Word and Excel and use of contact / CRM databases

The following Skills and Attributes are Desirable:

- Appreciation of the professional, political and economic environment in which the BDA operates

Nov 2021