

Lead Generation - Job Description

Prima are looking for an enthusiastic and dynamic professional, who can deliver measurable success. Our ideal candidate is highly motivated, an excellent communicator, can work well within a professional and friendly team as well as being able to work on their own initiative. The primary focus of the role is to work with the Sales & Marketing team to develop and deliver a healthy lead generation programme, driving qualified leads into the sales pipeline. There will be opportunity to learn to deliver these opportunities through the sales cycle to successful closure. The successful candidate must be able to show they have the initiative to impact positive change to add value to our business.

This position will be based at Prima's office in Manchester. There is significant opportunity for career progression at Prima.

About Us: Prima is a small yet growing Insurance Brokerage who provide tailored advice and policies for each of our clients. We do things differently here, putting our clients at the heart of everything we do, focussing on their needs and wants rather than what is best for us! Our vision is to bring back the traditional insurance brokers and become the number 1 broker in the country attracting the best talent and pioneering new ideas within the industry. For more information about our us please go to www.prima-life.co.uk/about-us/

Key Responsibilities:

1. Lead & Sales Management:

- Manage, nurture and convert inbound leads into sales opportunities.
- Identify strong potential prospects using initiative and creativity, to generate outbound lead opportunities.
- Assess and analyse a prospects current process and requirements.
- Maintain well organised, up-to-date and accurate sales information and activity reports in CRM system.
- Efficient management of the pipeline using Prima's processes.
- Meet personal targets and work towards Prima's sales goals and profitability.

2. Communication:

- Demonstrates ability to interact professionally with potential customers via mainly phone and email to discover their needs and develop a positive relationship.
- Work closely within a small sales & marketing team and develop cooperative working relationships with all company colleagues.
- Provide accurate and timely information as required to project managers, the delivery team and senior management.
- Adhere to company policies, procedures culture and business ethics.

3. Product Knowledge:

- Develop a strong knowledge of Prima's products and services in order to facilitate the sales process.
- Understand how the benefits of Prima's products and services can meet customer's needs

No Experience Required

Required Skills:

- Excellent communication, presentation and networking skills.

- Customer service oriented with a positive, well-motivated attitude.
- Conscientious, hard-working and driven to improve sales and activity performance beyond targets.
- Competent IT skills with a working knowledge of Microsoft Office.
- Good organisational and time management skills with the flexibility to reprioritise as necessary.

Benefits

- Competitive salary starting between £16-18K (dependent on skills and experience); opportunity to earn generous rates of target based commission.
- 28 days' holiday inclusive of 8 days bank holidays.
- Regular training & appraisals within a structured career development process working towards long term career progression.
- Eligibility to join Prima's pension scheme
- Direct support & management from highly experienced and responsive Sales Manager and Marketing Manager.
- An active team where monthly social events and charity fund raisers are recommended but not compulsory!
- An opportunity to enjoy a varied role, utilising your expertise in sales to best effect.
- Opportunity to positively contribute to the growth of our innovative and forward-thinking company.

Why Prima?

1. Be a part of a small yet highly dynamic sales & marketing team in a friendly company.
2. Make a difference by being a valued member of a growing and successful company.
3. Gain excellent support and training from regular meetings and opportunities to progress.
4. Enjoy a rewarding job with job satisfaction and career prospects.
5. Potential to develop a variety of valuable skills and experiences.
6. Work with fellow professionals who also have integrity and initiative.
7. Be part of a company that delivers high quality to satisfied customers.
8. Work for a company who actively strives to be socially responsible and have fun.