

JOB DESCRIPTION

		Date	:	_____
Position Title	:	Center Director (CD), Business Development		Department
			:	Business Development
Band	:	GCF 5.1 or 5.2		Reporting Manager Title
			:	Regional Director (RD), Business Development

Job Purpose In 2-3 sentences, please provide a summary of the purpose and objective of the job.

The incumbent of this job is responsible for developing and implementing De La Sól (full-time agency) development for attaining or exceeding all key performance indicators (KPI) and profitability objectives. These include generating new revenue, new recruits; increasing the number of core agents or producers; supporting profitability through quality measures; developing and improve performance of agency force to achieve goals; ensuring agency force operational effectiveness to realize production and profitability goals.

Major Accountabilities

Identify 5-6 major accountabilities. Describe these accountabilities by what is to be accomplished, how and why. Include the approximate percentage of time spent on each accountability. Use action verbs to begin each statement. Avoid the use of acronyms.

Directly report to Regional Director, the Center Director, Business Development will lead the team of Life Portfolio Manager (LPM) to meet assigned KPIs. The major accountabilities include (but not limited to):

1. Business Development & Execution:
 - Prepare and communicate sales plan to ensure KPIs achievement of the team in charge
 - Timely track the implementation of LPM members to monitor the progress and take appropriate actions
 - Explore new business potential to lift up team's performance
 - Assure sales quality & productivity
2. Team Acquisition & Development:
 - Build the team from the scratch by utilizing various effective methods/ channels to acquire LPM members
 - Foster effective teamwork to maintain the sustainability and consistency of the team's performance delivery & team's resource
 - Frequently provide mentoring/ coaching (for performance and development improvements) to LPMs to achieve individual/ team's KPIs
 - Identify and provide development activities to key talents for future growth
3. Relationships & Communications:
 - Build effective relationships with both internal and external departments
 - Liaise with cross functional teams for functional/ technical advice or cooperation on necessary areas (both De La Sól and Sun Life Vietnam levels)
 - Seek input from and maintain effective ongoing communications with others
 - Thoroughly communicate necessary information/ update to the team
4. Others:
 - Other tasks/ projects assigned by senior management

Performance Indicators (if necessary)

Finance Metrics (If relevant, describe type and amount (e.g. size of budget managed, revenue, etc.)

Sales Metrics (If relevant, describe type and amount.)

1. Collaborate with Life Portfolio Manager in planning sales and training activities including all sales, services, marketing, event ... activities in the assigned area on monthly basis
2. Deploy the planned sales and training activities in the assigned area to achieve projected sales targets including New FYP, Recruitment, Active Ratio & Persistency
3. Supervise and manage sales performance in the assigned area in terms of New FYP, Recruitment, Active Ratio and compliance both effectively and efficiently



- 4. Train and develop team members and the agency force (Life Portfolio Manager) in accordance with the career path in the assigned area
- 5. Maintain solid and effective collaboration with the agents (Life Portfolio Manager) in the assigned area
- 6. Manage any other projects assigned by senior management

Specialized Knowledge/Skills: Describe the level of technical/professional knowledge and key skills needed to successfully perform the work of the job.

- 1. Core indicators:**
 - Sales and result oriented
 - Growth mindset, be capable of interpretation of business direction
 - Competent in interpersonal / communication / negotiation / motivation / analytical / planning / organizing and problem solving skills
 - Having vast personal & business networking
 - Good at sales management skill/ insurance industry knowledge/ marketing principles
- 2. Skill:**
 - Good presentation, excellent communication and interpersonal skills
 - Good English in advantage (Writing & Speaking)
 - Familiar with PC literate, Excel, Word and Power Point

Education and Experience: Indicate the minimum education and experience required to perform the work. Include specific professional designations, licenses, registrations, etc. required to perform the job.

- 1. Education:**
 - Bachelor/College Degree preferably in Finance, Banking, Economics, Business Administration, Marketing, Insurance, Hospitality.
- 2. Experience:**
 - At least 2 years' experience working as sales supervisor, preferably in insurance, banking or financial companies.
- 3. Other requirements:**
 - Analytical thinking
 - Mature, confident, sociable
 - Customer service oriented
 - Positive thinking
 - Self-starter, motivated and independent, willing to work overtime and travel

Management Scope

8 -
15 Total number of direct reports

8 -
15 Total staff managed (direct and indirect)

Prepared By: _____

Date: _____

Approved By: _____

Date: _____