

Regional Sales Manager

Job Summary: Oversee the development and management of a regional sales force. This will include recruitment of sales agents, and developing relationships with existing agents and Crop Insurance Specialists. Accountable for the achievement of sales objectives and financial objectives for assigned territory. Responsible for helping agents develop, implement, and execute an individually designed business plan. Directly accountable for assisting agents in achieving business plan goals to increase growth, profitability, retention, and new business. Manage the performance and results of agents through training, product support, and collaboration on design strategy of business plan.

Essential Duties:

- Analyze market territory and develop plans to service and retain existing customers, increase market penetration and premium growth, and improve the quality of the book of business.
- Analyze agent performance, set goals, monitor agent performance, and provide regular performance feedback.
- Coach, mentor, and influence agents to achieve higher levels of performance in order to meet sales goals.
- Assist in developing sales materials and training programs to achieve sales and premium objectives.
- Assist in developing marketing strategies and business plans; develop an annual marketing plan to maximize profitable premium growth in both new and renewal business.
- Support implementation of steps for attaining business goals as defined by the business plan.

Job Requirements:

- BS/BA in business, sales, or economics or equivalent business experience.
- Experience related to strategic planning, marketing, sales management, and/or business administration within a crop insurance operation.
- Must have demonstrated success in a sales management role; a strong record of achievement and a proven ability to achieve results in the insurance market.
- Ability to coach and manage performance involving defining objectives, roles and expectations, and providing feedback.
- Extensive sales experience and knowledge of professional sales techniques.
- Excellent communication skills (both oral and written) to effectively convey ideas, trends, technical details, and sales techniques.
- Ability to manage time effectively and handle multiple responsibilities.
- Ability to effectively manage and maintain peer and business relationships with a high degree of integrity and trust.