

# RECRUITING 'ROUND ROCHESTER



A weekly Job Fair dedicated to connecting local businesses with great talent!

## JOB DESCRIPTION

### District Manager

The District Manager (DM) is responsible for building, developing and managing a team of 10 or more Agents that generates sales to new customers, and provides sales and service support to current Combined Insurance policyholders. The DM is responsible for recruiting and training new agents and delivering annual new sales objectives in an assigned territory by driving the sales process and using effective performance management techniques.



#### RESPONSIBILITIES:

- Recruiting
  - Field recruit prospective new agent candidates
  - Establish local networks and sources within territory to find qualified new agent candidates
  - Conduct informational recruiting seminars for prospective new agents as needed
  - Represent the Company at local job fairs or other hiring events
  - Coordinate to ensure all prospective agents obtain a field demo
  - Conduct interviews with prospective agents
  - Hire new agent candidates and/or make recommendations for hire to Market Director (MD)
- Field Training
  - Field train all new agents for a minimum of 3 days during their first week in field and help them achieve a PAL award
  - Field train all new agents 1-3 days during weeks 2-4, as needed
  - Field train established agents by accompanying them during sales visits as needed. Spend each day in field with agents in field
  - Develop expertise in all aspects of the sales process with each agent
- Management
  - Develop competencies and skills in individual agents and the team that leads to meeting or exceeding goals
  - Serve as primary liaison to HRBP for performance issues, leave issues, employee complaints, injuries etc.
  - Collect and return company equipment from terminated agents
  - Service customer service calls or refer to appropriate channel
  - Collaborate with Compliance Department for training and response to identified business needs
  - Receive leads from Market Director (MD), distribute to agents and report disposition
  - Plan assignments for assigned territory
  - Support agents in appointment setting as needed
  - Identify underperformers and non-productive agents and initiate action plans based on established processes
- Meetings
  - Conduct daily meetings with the team each morning for training, development and motivation
  - Attend monthly full day market team meetings and deliver training as required
  - Attend bi-weekly strategy and planning meeting with MD
  - Facilitate and attend training and development meetings
  - Attend other company meetings as required
- Core sales process and personal production
  - Meet team/territory production and expectations and guidelines set by management.
  - Meet territory growth goals in APV and recruitment
  - can effectively demonstrate the company's sales process
- Other
  - Follow company policies procedures and expectations
  - Set an example for others in territory to follow
  - Establish local presence for Company



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#### **COMPETENCIES:**

- Demonstrated ability to lead a team of sales agents to meet or exceed goals consistently (in Sales Coordinator role or previous work experience)
- Business Acumen - ability to develop a business plan for growing, maximizing and sustaining a sales team, understanding the company's profit levers and assertively managing expenses.
- Broad understanding of business financials is preferred.
- Demonstrated ability to motivate and lead sales agents to meet their personal goals. Lead by example with consistency and high ethical standards
- Professional verbal and written communication skills, affinity to the value of personal brand
- Coaching and mentoring skills, high desire to see others achieve
- Ability to lead and facilitate group training meetings
- Demonstrated ability to successfully meet or exceed sales goals consistently and offer mentoring and training to others on best practices

#### **SPECIFIC SKILLS OR KNOWLEDGE:**

- Successful and stable work history with minimum of 3 years' successful sales track record, insurance sales is a plus
- 1+ years of sales team management experience - with Combined or external work experience. Demonstrated ability to build a team through proven recruitment strategies
- High School Degree or equivalent required, college degree preferred
- Ability to use Microsoft Office and iPad at intermediate level
- An active professional network is required
- Obtaining a valid Life, Accident and Health license prior to employment date