

Are you looking for a challenging, fast-paced, and results-driven business development role in the exciting world of digital lead generation?

Is your savvy business brain always ticking away, looking for new opportunities, building relationships, and solving problems before anyone else can?

Does the sound of a diverse team who works hard and plays hard, a company where relationships are as important as revenue, and where growth opportunities are prioritised sound like your cup of tea?

Do you have management experience and the skills to oversee all aspects of lead generation and campaign management, as well as an ability to coach and mentor to get the best results?

JAG Method is looking for candidates like you as our **Business Development Manager (Call Centre)** to develop, manage and grow our leads business with our established clients.

### **Responsibilities**

- Manage and optimise our lead channels whilst providing the best ROI to secure long term client relationships
- Grow, Manage & maintain trust & strong business relationships with existing & new key accounts via personal visits, telephone calls, email contact, marketing and call centre campaign training with both marketing and sales teams to ensure we are delivering on requirements
- Grow & develop under-performing customers
- Meet monthly, quarterly and annual business growth targets & objectives
- Identify new business opportunities across the business' client base and convert additional opportunities into sales as well as look after existing relationships long term
- Able to understand the needs of the client and execute and implement them quickly
- Assess all elements in call centre operations to identify 'breaking' points requiring improvement
- Can develop formal presentations, present, follow up and close deals with clients
- Run with planning and implementing incentives within call centre environments in line with different clients' requirements.
- Training call centre agents on JAG Method advertising lead generation journey (this includes new call centre staff as and when)
- Monitoring channel and reporting on affiliate performance (conversion) as provided by clients and making changes where needed (this can include changes to scripts) as well as ensuring volume requirements are met

### **Requirements:**

- Ability to work independently
- Call Centre experience a must, specifically campaign performance and optimisation - Must understand the terms & be familiar with lead sources, lead volumes, conversion

rates, effectiveness, cancellation rates and not taken up policies (NTU's) as well as derive data driven insights to improve conversion on leads

- Be able to gain insights from data and be able to suggest solutions based on client requirements, budget, lead source channels used, client commercials and volume requirements
- The ideal candidate needs to be able to show initiative and be quick on their feet.
- The ideal candidate needs to have a sales background and be strong with numbers & relationship building.
- Creation of training material and delivery thereof is a must
- Have a code 8 and own reliable transport, as traveling is required.
- MS Office Suite (Intermediate essential) - Be good with excel, understand marketing and how it impacts performance
- Must understand and have implemented the principles of selling, deal conversion and closing techniques, objection handling, pipeline creation, demand generation, forecasting, profitability and the principles of ROI
- Must have a good business acumen
- Experience in the insurance call centre space, sales & marketing is beneficial
- Minimum five years working experience where the focus has been on business development as well as on customer relationship management
- Proven track record in effective business development (sales) through a sound marketing channel understanding

**What we look for:**

- Confident, outgoing, positive people
- Hard working attitude
- Excellent relationship building skills
- Well-developed listening and communication skills
- Experience in developing products in the financial services industry
- Existing product partner relationships is an advantage
- Experience in product management and lead generation an advantage



