

## **COLONIAL LIFE**

### **Account Executive, Acquisition Services**

#### **General Summary**

This position is accountable for the acquisition of large national accounts. This includes guiding the sales process from prospecting through discovery, business assessment, and negotiation of terms of the sales opportunity for the customer/company win/win. This position manages the single point of entry for national account sales opportunities and is accountable for assuring those opportunities are assessed from a balanced and overall view of sales, underwriting risk, business risk, and business investment. This position should inform and get feedback from other cross functional areas during the sales development phase, and once the account is sold, make sure there is a smooth handoff to the Enrollment Services area. While this position must have a high degree of organizational credibility, the field should view them as an objective sales advocate. This position must be able to effectively represent Colonial Life in joint sales presentations, customer calls, and broker calls with the field.

#### **Principal Duties and Responsibilities**

- Implement the strategy of national account acquisition programs for accounts over 1,000 lives.
- Conduct competitive assessment and develop of recommendations to improve our competitive position in the National Accounts customer segment.
- Actively participate in the discovery process using current and established guidelines to deliver an optimal sales outcome for the customer, the sales organization, and the company
- Provide a single point of entry for the sales organization for national account opportunities
- Provide home office sales support in the field for national account prospects
- Perform customer visits as needed to resolve customer issues or concerns
- Support internal and external customer visits for prospective national accounts and marketing alliances and partners
- Maintain the national account referral process

#### **Job Specifications**

- 5+ years of experience with sales and/or national accounts
- 4 year college degree
- Knowledge of voluntary benefits business & large case enrollment strategies from end to end
- Good at identifying and qualifying national account prospects, telling our story, and assisting in closing
- Solid skills to manage the sales force through the sales process
- Professional image and behavior in various settings including the client arena
- Good at documenting, communicating and following through on critical issues and key decisions (good at "taking the order" and packaging the deal)
- Good consultative skills
- Good questioning and listening skills around needs
- Good at positioning products and services around needs
- Good at proposing appropriate solutions
- Strong negotiator- firm and assertive yet diplomatic

- “Boardroom Presence”-charismatic/presents good image, good with this level of decision maker, good on their feet, good at presenting in the client’s language
- Organizational credibility
- Some travel required
- MBA preferred

**Please apply on-line at [coloniallife.com](http://coloniallife.com).**