

## Regional Sales Executive Job Description

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<b>Department:</b>	Sales	<b>FLSA Status:</b>	Exempt
<b>Reports to:</b>	Vice President of Sales	<b>Position Type:</b>	Full-time
<b>Location:</b>	Remote – Home Office	<b>Travel Required:</b>	At least 50%
<b>Updated By:</b>	Director of Human Resources	<b>Updated Date:</b>	4/19/18
<b>Approved By:</b>	President/CEO	<b>Approved Date:</b>	4/19/18

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### Position Summary

The Regional Sales Executive (RSE) will sell Prescription Benefit Management (PBM) services to all external prospective clients including Third Party Administrators (TPAs), self-insured employer groups and other strategic partners through direct contact and insurance broker/consultant/TPA relationships. The RSE is responsible for the identification, development and execution of sales opportunities to achieve annual plan objectives and business development targets for the company.

### Essential Duties and Responsibilities

1. Identify and pursue new sales leads with brokers, consultants, TPAs, self-insured employer groups and other strategic partners.
2. Develop and pursue qualified sales leads generated from internal partners as well as other personal lead generation activities, including but not limited to: target prospecting and direct calling participation in trade shows, industry events, and conferences.
3. Perform timely sales reporting through internal sales tracking systems and databases to track the complete sales process from lead generation through the implementation process.
4. Determine prospective clients' needs, provide pricing recommendations and assist in the preparation of proposals that address those needs.
5. Partner with Marketing to prepare and respond to RFPs and work closely with the Marketing team to develop and execute successful marketing strategies leading to pipeline growth and development and closing new business.
6. Review and coordinate the RFP process including researching for clarification, coordinating assistance from other departments and documenting justification for or against responding and setting client specific strategy for the response.
7. Accurately understand and represent Serve You's capabilities in all written and verbal communication with prospective clients.
8. Be the "face" of Serve You to potential clients; act as the liaison and primary contact between internal partners and prospective clients/brokers/TPAs/etc.
9. Effectively present in person or telephonically Serve You's services and capabilities to potential clients.
10. Facilitate, coordinate, and develop strategy for all aspects of preparing for and presenting finalist presentations.
11. Explain common PBM and Healthcare-specific terminology, issues and operational concepts, ensuring timely response to the market's questions, concerns, and customization requests.
12. Demonstrate sales closure techniques and strive for continuous learning and improvement to ensure annually determined sales goals are achieved.
13. Ensure a successful transition from sales to implementation with the client services team for ongoing account monitoring.

14. Maintain communication while traveling, utilizing company provided technology such as cell phone, laptop computer, etc. to ensure all sales activities are continuously addressed.
15. Perform other duties and responsibilities as required or assigned.

**Preferred Education and Experience**

- Bachelor's degree.
- Minimum of three years of sales experience in the PBM industry.

**Required Credentials / Licensing / Certification**

- Maintain a valid driver's license and personal insurance liability coverage.

**Competencies**

- Demonstrated track record of sales success.
- Excellent relationship building skills.
- Clear and concise written and verbal communication skills.
- Exceptional presentation and listening skills.
- The ability to interact with all levels of internal and external business partners.
- Read, analyze and interpret common PBM and healthcare-specific terminology.
- Self-motivated, self-directed with an entrepreneurial spirit.
- Ability to generate immediate activity and visibility to Serve You in all assigned markets.
- Detail-oriented, organized and have a sense of urgency to meet performance objectives and deadlines.
- Ability to portray a professional business image at all times.
- Proficient using portable business communication devices to remain connected with corporate office and prospective clients while traveling.
- Operate a motor vehicle.
- Proficient in Microsoft Office Professional.

**Physical Demands**

- Operate a motor vehicle.
- Sitting for extended time periods (between 8-10 hours/day).
- Operate typical office equipment such as a computer, telephone, copy machine, etc.