



Vice President, Sales and Distribution

Job Summary

The Vice President Sales and Distribution is responsible for setting and implementing the strategic direction for distribution activities of the organization, which includes identifying distribution channels most likely to reach target consumers and then developing agent recruiting, training and development activities designed to achieve profitable sales results. This individual leverages sound strategic and operational planning to develop initiatives to increase department effectiveness and efficiency.

The Vice President leads and inspires the sales teams through performance management, customer focus, strong leadership and sales skills that exude a proven track-record for developing and managing a successful sales team. In overseeing the Sales Management Team, the Vice President sets goals, guides development of sales strategy and corresponding activity plans and monitors sales performance to profitably grow and ensure the accomplishment of established strategic organizational objectives. This position is a member of the company executive management team and reports directly to the President and Chairperson.

Primary Responsibilities

- Determine the target distribution channels most likely to successfully reach target consumers and develop a differentiating strategy for supporting their needs.
- Establish sales goals; develop and implement sales and recruitment activities to reach agent distribution and target customers to meet goals.
- Coach and oversee the training and performance of regional sales management, internal management and staff and develop future leadership talent.
- Set and review activity and productivity to create team and individual accountability and direct department workflow.
- Foster culture and collaboration, bringing together sales teams and other key stakeholders who support sales efforts to ensure growth goals are aligned with individual practices.
- Maintain a cooperative and positive working relationship with our Underwriting and Actuarial teams providing proactive communication and collaborating on various initiatives as necessary.
- Responsible for oversight, utilization, implementation and maintenance of the company's CRM system and other technology-based sales tools.
- Research, develop and provide insights on new market development.
- Partner with the marketing team to ensure seamless and consistent messaging and assist in brand awareness development and related initiatives.
- Develop relationships with various distribution partners independently, or in guiding regional sales management.
- Work with Agent Contracting and Commission Department as needed.



Responsibilities Cont.

- Be an example of Company core values in practice. Maintain integrity of company image, philosophy, and methods in all communications and dealings, serving as a role model to others.
- Maintain and foster open communication with executive management team and all departmental team members by facilitating and actively participating in departmental, team and company-wide management meetings.
- Assume additional responsibilities as needed in the absence of other sales management.
- Ensure excellent customer service and experience, cooperation, and communication among the department personnel.
- Build positive relationships and maintain excellent communication with all departments in the Home Office; support and advocate for company strategic objectives.
- Stay abreast of industry trends and maintain knowledge of key competitors' products and services; proactively lead the development of new processes where appropriate and collaborate on marketing initiatives.
- Serve on Company committees as required.
- Manage or delegate special projects as needed.

Qualifications

- Bachelors degree required*; professional insurance designations a plus
- Minimum 7 years insurance experience, preferably within the life, disability income and health markets
- Minimum 5 years sales management experience
- Proven track record of insurance sales success that includes Home Office sales development in a high level leadership role
- Experience that includes first-hand knowledge of brokerage distribution
- Comprehensive understanding of current market conditions within the life, disability and/or worksite insurance industry as well as broad based knowledge of all products, sales concepts, and resources being utilized in today's marketplace
- Ability to work under pressure and remain focused
- Exemplary professional conduct and appearance
- Excellent relationship building skills
- Outstanding written and verbal communication skills including superior presentation and public speaking skills
- Excellent problem solving skills
- Team player who demonstrates enthusiasm and a positive attitude



Qualifications Cont.

- Excellent interpersonal skills with the ability to give and receive feedback
- Strong leadership qualities and initiative
- Excellent organization, planning and time management skills
- Demonstrate reliability, accountability, integrity and professionalism
- Able and willing to travel
- Proficiency with Microsoft Office programs (e.g., Word, Excel, Outlook)
- Must be currently located in or willing to relocate family to Peoria, Illinois area

*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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