



January 20, 2017

We have an opening in the Cincinnati office for a Market Development Representative in the Individual Sales department. They will report to the Individual Product Manager. This is a non-overtime (exempt) position.

The overall scope for this position will be to promote, plan and direct the sale of Dental Care Plus Group (DCPG) Individual Products and services within defined territories.

Responsibilities will include (but not be limited to)

1. Participate in the selection and development of new brokers in defined territories; continually monitor and review broker selling activity. Will be involved in cold calling as part of the prospecting effort.
2. Developing and maintaining relationships with internal and external business partners.
3. Executing effective educational presentations to brokers and/or potential clients which provide strong support for the Individual Product program offering.
4. Maintain continuous contact with key brokers and agencies within an assigned territory.
5. Plan and execute marketing initiatives, sales strategies and coordination of special events that promote sales growth within defined territories.
6. Research and pursue new distribution channels including, but not limited to, professional associations, large employer retiree groups, etc.
7. Ability to identify and communicate the need for product improvements, revisions and pricing changes.
8. Participate in the development of sales objectives; various incentive programs and contest designed to drive sales and meet sales goals.
9. Responsible for gathering and utilizing knowledge on competitor strengths, weaknesses and strategies to better position individual product sales in all DCPG markets.
10. Must be available to travel (some overnight) approximately 50 – 75% of time.
11. Performs other duties as assigned.

The qualified candidate should have the following credentials

1. Baccalaureate Degree in Marketing or Business Administration or equivalent combination of education and experience required.
2. Prefer two to four years of business development experience in a sales or marketing environment.
3. Willingness to collaborate with associates.
4. Good communication, time management and organization skills.
5. Strong interpersonal skills to build rapport with prospective and existing business partners.
6. Effective presentation skills; one on one or group setting.
7. State insurance licenses required to sell Life, Accident and Health Insurance.
8. Valid driver's license.
9. Ability to travel (some overnight required).
10. Proficient computer skills including MS Word, Excel and Outlook.

This is a unique opportunity to contribute to the growth and development of an industry leader. Dental Care Plus offers a great work environment, excellent benefits, and opportunity for professional and financial growth.

All interested candidates may submit a confidential letter and resume, specifying your experience, qualifications and salary requirements to Ms. Marci Pfeifer, Gilman Partners at 3960 Red Bank Road, Suite 200 Cincinnati, OH 45227 or mlaubert@gilmanpartners.com