

Job Title: Senior Sales Manager

Job Summary:

The Insurance Senior Sales Manager is responsible for overseeing and leading the sales team to achieve the company's insurance sales goals. This role involves developing sales strategies, training and mentoring sales, managing customer relationships, and analyzing market trends. The ideal candidate should possess strong leadership skills, excellent communication abilities, and a deep understanding of the insurance industry.

Languages: Laos & good English

Key Responsibilities:

1. Sales Strategy Development:

- Design and implement effective sales strategies to increase market penetration and enhance profitability.
- Set sales targets and performance standards for the sales team.
- Monitor competition and adjust strategies as necessary to position the company favorably in the market.

2. Team Leadership:

- Recruit, train, and develop a high-performing sales team.
- Conduct regular performance evaluations and provide constructive feedback.
- Foster a positive and motivating work environment that promotes teamwork and professional growth.

3. Performance Management:

- Track sales metrics and prepare reports for senior management.
- Ensure sales exceed all KPI's
- Analyze sales data to identify trends and areas for improvement.
- Implement corrective actions when necessary to ensure sales targets are met.

4. Customer Relationship Management:

- Build and maintain strong relationships with key clients and stakeholders.
- Resolve customer issues and complaints promptly and effectively.
- Ensure the sales team provides exceptional customer service and support.

5. Market Research and Analysis:

- Stay updated on industry trends, regulations, and competitor activities.
- Conduct market research to identify new business opportunities and potential customer sectors
- Utilize data analysis to optimize sales processes and improve customer satisfaction.

Experience

- Proven experience in insurance sales, with a minimum of 3-5 years in a managerial role.
- Strong knowledge of insurance products, services, and market dynamics.
- Excellent leadership, communication, and interpersonal skills.
- Ability to analyze and interpret sales data effectively.
- Proficiency in using sales management software and CRM systems.

This position will require travel for client meetings and industry events.