



Strategic Benefits of Cincinnati
424 Wards Corner Road, Suite 120
Loveland, OH 45140

human.resources@sbcinci.com

SALES ASSOCIATE

Company Overview

Strategic Benefits of Cincinnati is a full-service group benefits broker. As a local agency, we represent all major carriers to provide comprehensive employee benefit programs to our clients. We have over 600 group clients in the Greater Cincinnati area, ranging in size from 2 to nearly 1,000 employees. We partner proactively with our clients to assist them in meeting their benefit, health, and wellness goals.

Position Summary

The Sales Associate promotes Strategic to HR and C-level executives to understand their benefits issues, including challenges and concerns, and then presents specific solutions based upon those needs. The Sales Associate must contribute to and flourish in a team environment and engage in regular professional development.

Essential Duties and Responsibilities

- Proactively prospect via referrals, key centers of influence and personal contacts.
- Develop strategic referral partners and centers of influence through networking (P&C firms, CPA firms, payroll companies, vendors, associations, etc.).
- Follow Strategic's sales process to learn about a prospects' business, assess needs and understand objectives.
- Review prospect and client situations and design plans to fit needs and contain costs.
- Participate in TRUE Network sales study group.
- Load and manage prospects through Salesforce.
- Work with appropriate team members to transition new clients to assigned client team.
- Contact clients periodically to maintain a relationship.
- Through on-the-job training, become familiar with employee benefit offerings including self-funded health plans and benefits compliance.
- Onboarding – FormFire, Agent of Record, Business Associate Agreement, Employee Navigator, and JotForm.
- Participate in weekly staff meetings.
- Meet with Sales Partner to discuss open prospects and closed cases.

Core Competencies and Qualifications

To perform this job successfully, an individual must be able to perform each essential duty as described satisfactorily and promptly. The requirements listed below are representative of the knowledge, skills, and/or abilities required:

- Communication - excellent communicator (in writing and speaking) and excellent listener.
- Politely Persistent - follow up with prospects regularly.
- Empathy and sincerity - presents self genuinely with a concern for the other person.
- Responsibility - trustworthy, honest, and dependable.
- Persuasive - presents Strategic in a manner where the prospective client can grasp our differentiation and his/her own need.
- Resilient - bounces back quickly and fully from those who choose not to join Strategic.
- Able to work and thrive in a goal-oriented, quota-based environment.
- Skillful at controlling the sales/presentation process; ability to close the sale.
- Able to work well independently while placed in a team environment.
- Computer-savvy-able to use MS Office products (Word, Excel, PowerPoint), Outlook, and presentation hardware. Able to learn other programs, such as Salesforce and Employee Navigator.

Education and Experience

- Bachelor's Degree or 2 years of direct sales experience.
- Employee benefits industry knowledge preferred.
- Experience with prospecting, networking and nurture marketing.
- Ohio life and health license required (can be obtained after hire).



Send Qualified Resume to
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