



**Job Title:** Business Development Manager

**Contract:** Permanent

**Reports to:** Head of Insurance

**Location:** London - Hybrid

**Job summary:**

Thistle Group is a multi-award-winning organisation which offers a range of services and products to financial services firms, helping our clients through the twists and turns of the ever-changing regulatory landscape. The group consists of four separate entities: a regulatory consultancy, a specialist insurance brokerage, a compliance technology platform and automated suitability report writing tool.

Thistle Initiatives, our regulatory consultancy, provides expert compliance advice and support right across the financial services sector. Our clients range from niche start-ups to long-established market leaders covering the following verticals; Investments, Payment Services, Financial Crime, Credit, Mortgages, Insurance and Digital Assets.

We have a fantastic opportunity for an experienced, credible and highly motivated Business Development Manager to lead the Sales function in our fast-growing insurance brokerage, Absolute Cover Limited, part of the Thistle Group. The right individual will need to be tenacious, and sales driven with an ability to provide an excellent client experience in this exciting role.

We specialise in financial lines insurance for FCA regulated firms. As part of the Thistle Group, we have a unique insight into how financial services firms operate. Allowing us to provide access to the insurance products perfectly suited to our clients' businesses.

**Key Responsibilities:**

- Build and develop knowledge of insurance, financial services, and compliance.
- Generate new sales based on own initiative, managing the end-to-end sales process, from lead generation to closing the deal.
- Management of a smooth sales process, from initial outreach via phone, email, or LinkedIn, to the qualification of these opportunities.
- Building a strong pipeline of relevant opportunities to deliver against sales targets and ensure KPIs are met.
- Using corporate marketing and other materials to help to build relationships with prospects (including active participation in periodic sales campaigns and cold calling)
- Managing client data to ensure records are up to date, including ownership and tracking of all HubSpot related activity.
- Confidently present and sell company services to current and potential clients.
- Ensuring excellent customer service by building relationships with introducers and providers.
- Establishing new partnership opportunities across a broad range of service providers.
- Building relationships and communicating with target firms across a broad range of industries.



- Working closely with the Marketing team to run successful lead generation and sales campaigns to build to maximize our brand profile, including the facilitation of relevant insurance blog & webinar series.
- Managing the contractual relationship between Absolute Cover and prospective introducing parties.
- Post-sale client relationship management.
- Identifying integration opportunities with content and data providers.
- Relationship management with existing clients and partners to ensure repeat business and high level of service.
- Arranging and attending industry events to market our products and services.

This role is not limited to the above duties, due to the nature of the role you will need to be adaptable and open to change in this position.

### Competencies:

- Experienced in lead generation.
- Good communication skills.
- Creative thinking to provide innovative ways of marketing our products and services.
- Confident negotiation skills.
- Reliability and honesty.
- Excellent time management.
- Strong decision-making skills.
- Analytical and organisational skills.
- Accuracy and attention to detail.
- Strong relationship building and interpersonal skills.
- Excellent presentation skills.
- Tenacious and resilient attitude with strong self-drive and determination.
- Strong writing skills.
- Excellent organisation skills with the ability to multitask.

### Experience/Qualifications

- Proven track record in successfully managing and growing highly profitable partnerships.
- Financial Services / Insurance industry experience preferable.
- Excellent project management with strong relationship skills, ideally with experience of a professional services / partnership environment.
- Sales experience in a similar role and solid understanding of insurance products.
- Competent with all Microsoft packages.

### We offer

- Competitive salary and the ability to grow your career within a fast-growing start-up, supported by the Thistle Group, a provider of compliance advice and services for the Financial Services Industry, helping clients to understand and fulfil their regulatory obligations so they can take their businesses forward with confidence.
- 25 – 30 days holiday entitlement depending on continuous service.
- Company pension scheme.



- Private health insurance.
- Gym membership contribution.
- Great City of London location and working environment.
- Working with dynamic teams with regular social events.