



VACANT POSITION: Business Development Officer

Clarkson is a Pan-African Insurance Brokerage Firm that has offices in Kenya, Uganda, Tanzania and Zambia. Clarkson has been in existence from 1958 and we pride ourselves as one of the leading firms in the region specializing in risk management, insurance brokerage services in medical, general, group life and pension schemes.

Clarkson Uganda Ltd is searching for a Business Development Officer

The Business Development Officer helps drive sales and revenue targets by engaging with clients, promoting CIB's products and services, and supporting the sales team. They contribute to building a strong pipeline of leads, ensuring accurate client records and preparing compelling sales materials. They also stay informed about the insurance market to identify new sales opportunities.

Roles and Responsibilities:

1. Contribute to the Development and Implementation of the Marketing Strategy

- Stay informed on current trends, regulations and technologies in the insurance sector by utilising industry reports, conferences, webinars and news to track policy changes, customer preferences and risk factors that may affect the market.
- Analyze competitors' offerings, pricing, marketing strategies and customer engagement to identify areas where CIB can gain a competitive advantage.
- Offer valuable insights from market research and business development efforts to inform and guide the development of the long-term marketing strategy.
- Support in the development and implementation of marketing strategies that provide CIB with a competitive edge over its rivals.

2. Promote CIB's Products

- Review and understand all insurance products and services in detail to confidently present them to potential clients
- Attend internal product training and refresher courses to stay informed about any updates, additions or enhancements to CIB's insurance products.
- Conduct product demonstrations for prospective clients to highlight how CIB's insurance solutions meet their needs.
- Track competitors' products and innovations to help clients recognize the unique value of CIB's policies and understand why they stand out.
- Work with HOD's to ensure that the features and benefits of CIB's products are communicated consistently across all customer touchpoints including online platforms, brochures and direct communication.

3. Engage with Clients

- Initiate cold outreach campaigns by executing targeted cold calls and email strategies to potential clients in specific segments introducing CIB's offerings
- Identify client pain points by asking open-ended questions during initial interactions to understand their challenges and position CIB's insurance solutions as the ideal fit



- Share valuable insights such as industry news, regulatory updates and case studies with potential clients to demonstrate expertise and enrich the conversation prior to finalizing a sale.
- Design and implement a consistent follow-up schedule after initial interactions through phone or email to maintain momentum, keep prospects engaged and remind them of CIB's offerings.
- Keep detailed records of client interactions, preferences and potential insurance needs in a system to ensure future conversations are personalized and tailored to their specific requirements.
- Respond promptly to client inquiries via email, phone or online channels to show a commitment to exceptional service and ensure clients feel valued
- Invite potential clients to webinars, seminars or events hosted by CIB where they can learn more about insurance trends, policies and the value CIB offers.
- Build long-term relationships by maintaining regular contact with clients, offering continuous support and ensuring their needs are consistently met with suitable insurance solutions.
- Market CIB's value proposition and offer compelling reasons as to why the client should opt for the services of CIB.

4. Keep Records & Manages Documentation

- Regularly update client profiles in the CRM system with precise, detailed information from each interaction to ensure a complete and up-to-date record of communications and transactions.
- Record all sales activities such as meetings, calls, emails and proposals in the CRM to monitor progress, facilitate follow-up actions and uncover opportunities for closing deals.
- Systematically organize and categorize client documents such as proposals, contracts and policy details in a secure and easily accessible filing system to ensure efficient access and maintain compliance
- Ensure that all required documents for new clients are signed and submitted on time to facilitate smooth onboarding and policy activation
- Ensure all client records and documents comply with legal, regulatory and company standards
- Implement routine data backup protocols to safeguard the security and integrity of client records and minimize the risk of data loss from technical issues.

5. Generate Leads

- Conduct market research and analysis to identify potential clients that may need insurance solutions.
- Participate in industry-related events such as webinars and conferences to network with prospective clients, exchange information and generate leads from event attendees.



- Use CRM tools to monitor and organize leads from various outreach efforts
- Monitor competitors' activities and marketing efforts to identify potential gaps or opportunities where CIB's offerings can attract leads from competitors' customers.
- Respond promptly to inbound inquiries from potential clients, incorporate them into the sales pipeline and ensure timely follow-up on all leads.
- Leverage on existing clients to refer potential leads by implementing referral programs or directly requesting introductions to others who may need insurance solutions

6. Support Sales

- Work with senior colleagues to create personalized presentations that highlight the benefits of CIB's insurance solutions and adapt the content to address specific client needs with impactful visuals and messaging.
- Help prepare detailed proposals that are customized and highlight the features, benefits and pricing of CIB's products.
- Handle all logistical arrangements for sales meetings such as scheduling, booking meeting rooms, preparing materials and coordinating with relevant teams to ensure a smooth meeting process.
- Work with senior colleagues to create sales materials such as brochures and product sheets which are current and customized to resonate with the target audience
- Conduct in-depth research on potential clients to gather relevant data and insights that can support the sales process and ensure that senior colleagues are well-prepared for client meetings.
- Assist in managing post-sales follow-up activities by ensuring all client documentation is completed and clients receive any additional materials or support.

Qualifications and Competencies

- Bachelor's degree in Business, Marketing, or a related field
- Diploma or certification in marketing will be an added advantage.
- Diploma in Insurance will be an added advantage
- Previous experience in sales or customer service is a plus.
- At least three (03) years' experience in the insurance industry.
- Strong interpersonal skills; in particular, an ability to listen, understand, and see things from the customer's perspective
- Strong communication skills; in particular, an ability to communicate how a product will genuinely add value to the customer
- Demonstrated ability to work in a team-oriented environment
- Basic understanding of sales principles and customer service practices
- Proficient in Microsoft Office Suite and familiarity with CRM software
- Eagerness to learn and a self-motivated attitude



Interested candidates should send their applications, by email only to: recruitment@theleadershipteam.org with '*Application for Business Development Officer Position*' as the email subject heading.

The application should include an expression of interest and curriculum vitae. Do not include certificates.

The applications should reach us on or before **26th February 2025**.