

Position Outline

Position: 2nd VP - Regional Group Sales Director
Department: Sales
Reports to: VP - Chief Business Development Officer
Location: Los Angeles, CA
FLSA: Exempt
Salary Grade: F

Position Purpose:

Ensure the successful sale of Nippon Life Benefits group major medical and ancillary products. Conserve and enhance existing business through effective account management. Manage regional Sales, Service and Sales Support Staff. Develop and maintain Local broker/general relationships. Cultivate and maintain good relationships with Japanese accounts and brokers.

Essential Functions of the Job:

- Successful sales of all Nippon Life Benefits medical and ancillary products.
- Develop an annual sales plan the region.
- Execute regional sales plan including the achievement of new and renewal sales targets.
- Maintain good relationship with management of Japanese accounts.
- Participate actively in renewal process for important Japanese accounts.
- Manage to the assigned regional budgets.

Nature and Scope of Responsibilities:

Successful Sales of all Nippon Life Benefits medical products

- Develop regional sales plan.
- Achieve regional new business sales goals.
- Achieve individual new business sales goals.
- Achieve renewal sales targets.
- Maintain good relationship with management of Japanese accounts.
- Participate actively in renewal process for important Japanese accounts.

Broker/Consultant and Partner Co Relationships

- Identify appropriate brokers & general agents and cultivate relationships.
- Familiarize brokers/general agents with NLB products and services.
- Identify possible alternate distribution channels.
- Develop and maintain effective liaison relationships with Nippon Life Benefits Home office staff and partner companies.

Staff Management & Development

- Supervise Sales, Sales Support and Customer Service Staff in accordance with the organization's policies and applicable laws.
- Assign Individual Sales Goals and monitor sales staff progress.
- Assist Sales staff with closing sales when appropriate.
- Provide training and guidance to rotating staff on US insurance products and marketing practices.
- Develop staff to reach their full potential.

This position outline reflects the general responsibilities and level of work being performed by employees in this position. It is not intended to be an exhaustive list of all duties, responsibilities and qualifications of employees assigned to this position. Nothing in this position outline restricts management's rights to assign or reassign duties and responsibilities to this job at any time.

As of June 2023

Product/Marketing Enhancement

- Submit proposals for product development/enhancement.
- Provide marketing/planning with competitive data.
- Provide marketing/planning with regional market conditions.

Regional Office Administration

- Manage regional office budget.
- Monitor expenses within budget.

Qualifications / Requirements:

- Bachelor's degree in business administration, Management, Marketing or equivalent business experience.
- Life-Health Agent License in appropriate states.
- 5+ years sales experience in diverse product types of group life & health Insurance,
- 5+ years of general management and supervisory experience.
- Ability to work in the office 3 days a week.
- Fluency in both English and Japanese (reading, writing, and speaking).
- Prior experience with Japanese culture and customs a plus (3+ years working with a Japanese company preferred).
- Valid US driver's license.

Competencies:

- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Judgment** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes themselves available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.

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