

## Job Title: Product Specialist

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Job Description | Revised 03/05/2018

Department: Sales/Distribution

Exempt Position

[https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R\\_ID=1898448](https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=1898448)

### **Position Summary**

The Product Specialist is accountable for sales, both new and conversions, client growth and member retention for Texas Health Aetna (TH+A). This is a newly created position in which the Product Specialist will partner with the TH+A Chief Sales Officer (CSO) and Aetna sales teams, and be directly involved in the identification of sales opportunities providing technical support, guidance, coaching and direction to assigned local market sales teams across all segments. He/she will provide guidance to sales reps on the TH+A Value Proposition. The Product Specialist will be responsible for the delivery and refresh of the TH+A Value Proposition to National Accounts, Public & Labor, Middle Market and Small Group segments. He/she will ensure proper alignment at the local market level between TH+A and his/her assigned Aetna sales team members and their assigned broker partners. Identifies and provides sales and product support to expand and maintain business relationships directly in the market with new and existing large, complex accounts. The Product Specialist will report to the TH+A CSO.

### **Key Job Functions**

1. Cultivates strong, productive and influential relationships with brokers/consultants, and directly with prospects, customers and peers focusing on the larger or more complex accounts/prospects
2. Develops and implements strategies necessary to attain sales objectives in assigned areas and with assigned teams
3. Works collaboratively with the TH+A CSO, Sales Support, Marketing, Network, Product and Aetna Local Markets to identify, win and grow profitable membership opportunities in the marketplace
4. Foster sales by providing prospect and customer insights to TH+A to support delivering products and services that meet market needs
5. Lead ongoing market and competitive analyses to aid strategic decision making and development of key messaging positioning in support of the TH+A value proposition
6. Evaluates market research and adjusts strategy to meet the changing market and competitive conditions

### **Competencies**

- Applicable state license to sell products
- Bachelor's Degree Required
- At least 10 years of industry sales experience
- Experience with multi-segment, large scale sales opportunities with high degree of complexity
- Demonstrated proficiency successfully implementing change in complex organizations
- Demonstrated relationship management skills at the senior level; capacity to quickly build and maintain credible relationships at varying levels of the organization simultaneously. Works very well within client sales and service teams.

- Business, Sales and Marketing Acumen
  - Skilled at identifying new growth opportunities and driving sales strategies
  - Track record of closing complex deals, especially directly with prospects/clients
  - Experience strategizing with senior level sales leadership to position productive solutions
  - Understand the tools, differentiators, resources and training needed for successful execution of distribution channels and initiatives
- Customer Focus
  - Deep knowledge of employers, what motivates them and drives purchasing decisions, and challenges
- Leadership
  - Capable of influencing across multiple market segments
- Communication Proficiency
  - Superior public speaking, presentation and interpersonal skills
  - Lead complex benefit design and strategy planning discussions with broker/consultants, HR/benefit directors and other HR decision makers
  - Contribute insight to Marketing to help develop and refine materials and talking points that differentiate THA and articulate how we can uniquely meet plan sponsor needs

#### **Additional skills**

- Critical thinking skills
- Time management skills
- Organizational skills
- Negotiation/influencing skills
- Relationship and change management skills
- Analytical and planning skills - Oral and written communication skills
- Team leadership and team building skills
- +50% of work time is not in office, some travel required

**Total Compensation** - TBD split salary and sales incentive