Retirement Plan Sales Consultant

PRIMARK
BENEFITS
RETIREMENT ♦ PLAN ♦ EXPERTS

Primark Benefits is growing and looking to expand our sales coverage in California and the Western US...

- We are looking for someone with a history of success.
- We are looking for someone with motivation, and relentless in sales.
- We are looking for someone with a PASSION for Retirement.
- We are Primark Benefits, and we are looking for YOU!

Leading-Edge Design Experts with a Half-Century of Successful Implementations

"*We're Much More than an 800 Number*" *-Stephen Dobrow, President & Owner, Primark Benefits*

We work with companies of all sizes—major corporations, small businesses and self-employed professionals, and have since 1971. With consistent year after year growth, Primark Benefits has become a significant presence in the service sector of Northern California. Located just south of San Francisco, we have a growing clientele throughout California and the Western United States.

Our client base continues to grow and includes professional service organizations, small business owners, high-tech and manufacturing companies, financial groups, staffing organizations, nonprofit and charitable organizations, building trades, retail businesses, consulting practices, art galleries and product distributors.

And we are particularly gratified that much of our business comes as referrals from attorneys, accountants and other professional advisors who value the work we do for their clients.

Primark Benefits provides complete design, implementation, administration, compliance, actuarial and consulting services for your employee benefit and retirement plans. Our success is built upon our unique approach of talking to our clients and solving their problems, we are much more than an 800 number or a chat-bot. Currently we administer more than 700 plans, serving more than 50,000 people.

The Opportunity

As a Primark Retirement Plan Sales Consultant, you will be in an outside sales consulting position responsible for all aspects of the sales process from prospecting to closing business. Your role will be exclusively selling only retirement plans & services in a B2B market focused on companies generally with 20-200 employees. You will be seeking out new relationships with various plan sponsors, centers of influence and strategic partners. Your focus on retirement planning will include, TPA Services, Record-Keeping Services, Fiduciary Outsourcing, and Investment Advisory as needed. We are looking for someone with a history of success in selling retirement plans into our target market.

Your Responsibilities Will Include:

The primary focus is on *New Business Development*, including use of best practices in networking with potential referral and business partners, using lead generation campaigns, cold and warm calling, email and any other creative strategies you can bring to Primark Benefits.

- Drive consistent new account acquisitions and revenue growth to support overall company goals.
- Seek out and develop new relationships with various plan sponsors, centers of influence, and strategic partners, producers and sales representatives throughout northern California.
- Demonstrate proficiency at discovery process (sales due diligence) and conceptual presentation promoting our competitive differentiation, including proficiency at understanding, articulating and delivering the Unique Selling Proposition for Primark Benefits and specific solutions customized to each prospect.
- Develop and oversee preparation of proposals for our prospects, gathering necessary information required for the proposal to a prospect and collaborating with department heads and consultants in determining what is needed.
- Attend and actively participate in all ongoing our training and business meetings whether remote or at the corporate office.
- Other duties or tasks as may be necessary.

Knowledge, Skills and Abilities:

- Bachelor's Degree, or an equivalent combination of education and experience may be considered. 4+ years sales experience, with a proven track record in closing both volume of plans and the ability to manage and close the big ones
- Industry designations are helpful but not mandatory.
- Success in the role requires a strong financial aptitude.
- Computer literate. Knowledge of Excel, Word, and PowerPoint, experience with Salesforce or other CRM platforms. Effective use of Zoom and Microsoft Teams for meetings and presentations
- Social media competent, especially use of LinkedIn for prospecting and networking
- Detailed and organized.
- A great work ethic and personal integrity
- Good communication and interpersonal skills and a great team player

Our Benefits:

- Medical and Dental benefits with employer contribution
- Retirement – 401(k) plan with employer contribution and Cash Balance plan
- Life, AD&D, LTD insurance – company paid
- PTO & Holidays
- Flexible Spending Account
- Dollar for dollar match of employee donations to non-profit 501(c)(3) organizations and school groups up to a maximum
- Coffee and snacks available at the office
- Professional development opportunities
- Company picnics and outings

Diversity and inclusion help us do better as a business, and we deliberately build processes to create a workplace where all are welcome and accepted. We're proactive and purposeful in prioritizing diversity and inclusion internally not only because it's the right thing to do, but also because we believe it's the only way to effectively create products and services that can be truly helpful to all people.

Primark Benefits is an equal opportunity employer. All applicants will receive consideration for employment without regard to race, color, religion, sex, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, veteran or military status, or any other characteristics protected under federal, state, or local laws.

Seniority Level-mid-level
Industry-Benefits --Retirement Plans-Financial Services
Employment Type-Full-time