

BEAUFORT SECURITIES PERFORMANCE PROFILE

New Account Executive (Stockbrokers)

PURPOSE Establishing new accounts by contacting leads and potential prospects to market our services and identifying their suitability. Contribute to the smooth running of the core business by liaising with brokers and new clients			
Department:	Retail Broking	Reporting to:	Manager of NAE team
Location:	London	Type of Contract:	Permanent, full time working hours: 7:45-16:45, plus a minimum of 2 late nights per week (until 19.30)

ACCOUNTABILITIES	MEASURES OF SUCCESS
<ul style="list-style-type: none"> Contact warm and cold leads and potential prospects to explain and market our services Identify potential new clients 	<ul style="list-style-type: none"> A minimum of 2 hours required per day on the telephone marketing Beaufort products and services Manager Feedback
<ul style="list-style-type: none"> Communicate with in a professional and effective manner and raise awareness and interest in Beaufort 	<ul style="list-style-type: none"> Confidently communicates with people in a clear, concise and purposeful way to meet requirements of Communication competency level 1 Manager feedback
<ul style="list-style-type: none"> Identify their suitability to meet our minimum client criteria (i.e. Income, experience, risk profile, investment objectives etc) Open accounts for those that meet these requirements by explaining the account opening process and internal procedures to these potential clients 	<ul style="list-style-type: none"> Ensuring that the accounts opened are suitable for investments at Beaufort and those clients are looking for investment advice Responds to customer demands in accordance with Customer Focus Competency level 1 Completes work to ensure high levels of excellence are demonstrated in accordance with Quality Orientation at level 1 Manager Feedback
<ul style="list-style-type: none"> Ensure that all client responses are followed up in a timely manner – within 48 hours. Ensure that the new clients are allocated to a Broker who can provide them with suitable advice 	<ul style="list-style-type: none"> Number of accounts opened in a month and revenue generated from those accounts Responds to customer demands in accordance with

	<p>Customer Focus Competency Level 1</p> <ul style="list-style-type: none"> Facilitates and supports participation within the team for the achievement of shared business goals in accordance with Team Working competency at level 1 Manager feedback
<ul style="list-style-type: none"> Keep communication lines open with those new clients in order to monitor their performance, satisfaction and maintain exceptional customer service 	<ul style="list-style-type: none"> Ensuring excellent customer service and building excellent rapport with leads and keeping communication open and regular with them Responds to customer demands in accordance with Customer Focus competency level 1 Manager feedback
<ul style="list-style-type: none"> Constantly improve knowledge of the investment market and relevant legislations 	<ul style="list-style-type: none"> Proven ability to follow all internal procedures and maintain compliance with internal and FSA policies and regulations Demonstrable knowledge of the market Manager feedback
<ul style="list-style-type: none"> Communicate effectively with departments to ensure smooth process of account opening 	<ul style="list-style-type: none"> Facilitates and supports participation within teams for the achievement of shared business goals in accordance with Team working competency 1 Manager feedback
KEY COMPETENCIES REQUIRED FOR THE ROLE	
Customer focus	<ul style="list-style-type: none"> Level 1
Communication	<ul style="list-style-type: none"> Level 1
Quality Orientation	<ul style="list-style-type: none"> Level 1
Teamwork	<ul style="list-style-type: none"> Level 1

KNOWLEDGE & EXPERIENCE REQUIRED FOR THE ROLE	
<ul style="list-style-type: none">• Proven track record in target driven sales roles is preferred, especially in telesales.• Relevant investment sales experience in financial services is an advantage• Relevant industry qualifications are an advantage (e.g. CISI level 4)• Computer literate	
Control Function	none