



Business Development Officer

GFD

GFD was created by a passionate group of bereavement service professionals in 1961. GFD has since evolved into a vibrant, Members based organization that has expanded to include bereavement professionals across Canada. Whether we're investing & monitoring bereavement funds, providing exceptional Member support, or helping the public understand and pre-plan their last wishes, GFD is dedicated to the growth and vitality of the Canadian bereavement sector.

Our staff is dedicated to developing products and services that our Members use to grow their business while serving their communities. Our mission is to provide the bereavement professional with solutions to support, promote and secure their future business.

The position

As GFD marketing arm, Envision works to grow future business by facilitating funeral homes and Cemeteries Programs, Presenting information and simplifying procedures attracting new business, training, and continually supporting both industry and funeral homes staff in their daily operations.

The Business Development officer will responsible for leading, expanding and developing the “active” sales of preneed insurance and annuity products. The purpose of this position is to educate and assist funeral homes and Cemeteries through the process of planning and funding with the sole objective of recruiting clients, and maintaining a steady growth of operations

Responsibilities

- The position requires a proficient sales and marketing skilled professional who has full autonomous control of their work life. BDO's are required to be on site the majority of the time physically and virtually
- Envision Strategic Partners to set and achieve their OWN goals rather than imposing forced sales quotas. We find that our top BDOs are consistent in:

- Working within the BDO Team, contribute to ensuring all Members are contacted about all relevant products, services and training at least once in the calendar year.
- Assist GFD & FPC team members with the resolution of problems and work cooperatively to implement new communication and process systems for the benefit of the Members.
- Contribute to the education of the GFD & FPC teams regarding the bereavement sector by leading or contributing to in-house education sessions.
- Contribute to service excellence by assisting GFD & FPC teams in the timely resolution of Member problems or concerns.
- Organize and conduct appropriate events to assist Members to generate leads and attract clients.
- Working within the team, prospect and on-board potential new Members and assist Members with the completion of required paperwork (as needed).
- Maintain confidentiality between Members.
- Assist Members with growing their business by providing analysis, business plans, reports, studies, and creative solutions for their unique business challenges
- Conduct regular one on one and group training in GFD & FPC products and sales.
- Monitor success and growth of pre-need business of member firms that have received pre-need training through regular follow up and reporting to them.
- Recommend new product development.
- Work in conjunction with Marketing to develop marketing strategies for Member client pre-need.
- Work within an expense budget.
- Travel throughout Canada as needed to serve Member requirements and foster new business relationship between Bereavement Establishments for the purpose of growing GFD & FPC business and to ensure that GFD & FPC are represented at all relevant sector events

Experience & Education:

- University undergraduate degree or equivalent in business or commerce.
- Minimum of 5 years previous related experience
- Hold one or more of the following licenses: Funeral director, Cemetery sales, Preneed Sales, or insurance license
- Comprehensive knowledge of Bereavement Sector and Insurance regulations
- Proven experience in pre-need funeral or cemetery sales
- Working knowledge of the application of employment and safety standards regulations

- An independent thinker, able to work with minimum supervision
- Problem solver able to dig into issues to find correct answers
- Passion for accuracy and meeting deadlines
- Solid customer service skills and salesmanship
- Working level of IT skills (Word, Excel, PowerPoint, Access, WebEx)

Please forward your Resume and a cover letter highlighting your qualifications and skills as needed for the position indicating your salary expectations, to: wes@gfd.org and HR@gfd.org

GFD is an Equal Employment Opportunity Organization.