



John G. Ullman & Associates, Inc.

COMPREHENSIVE WEALTH MANAGEMENT SINCE 1978

JOB DESCRIPTION

Position Title:	Regional Manager, Relationship Development-Remote
Department:	Relationship Development
FLSA Class:	Exempt-Administrative
Job Type:	Full Time
Standard Week:	40+ Hours
Reports To:	Director of Relationship Development

Job Summary: This is an essential position in our firm, and will play a significant role in the company's strategic plans to grow and expand the business.

This position is designed to be flexible with regards to your work location. It is expected that a majority of the time you will work remotely from your home office with very frequent trips into the field to meet with prospective clients and/or referral sources. There may be days where you need to come to the office in your area. We have on-site work stations available for the days you need to be in the office. You will work in collaboration with the Director of Relationship Development to determine where you should work on any given day.

The Regional Manager, Relationship Development will focus on generating leads using a relationship-based approach that will involve developing strategies to identify, attract, and acquire groups and/or individual prospective clients. Developing meaningful relationships with referral sources and prospective clients will include marketing the firm's competitive position as a leader in the industry, promoting the value proposition provided by the firm's services and capabilities, and emphasizing the firm's strong commitment to Ethics and Values.

The Regional Manager, Relationship Development will be responsible for directly establishing their own personal networks and developing meaningful relationships with referral sources and prospective clients. In addition, the firm will refer prospects identified as a result of the firm's marketing initiatives as well as distributing prospect lists generated from the firm's CRM. The Regional Manager, Relationship Development will be responsible for contacting prospects that have been referred by the firm to develop meaningful relationships.

Working collaboratively and in partnership with the Director of Relationship Development and the Financial Advisors, the Relationship Developer will develop relationship management initiatives to convert prospective clients into new business for the firm.

Job Duties

Relationship Development and Marketing Programs

- Develop strategies and action plans to implement specific marketing and relationship development plans customized for each prospective client to enhance the firm's ability to convert relationship initiatives into new business.
- Develop plans to utilize and leverage the Firm's marketing and communication materials, to create awareness and emphasize the Firm's competitive position as a leader in the industry, the value proposition provided by our

services and capabilities, and the strong commitment to our Ethics and Values.

- Develop and implement marketing and relationship development programs and the relationship development techniques that will effectively support the overall new business development goals for a Client Service Team and/or the Firm.

Market Development

- Establish, develop and maintain business relationships with current and prospective business partners and prospective clients to generate new business for a Client Service Team and/or the Firm.
- Promote the Firm's brand to individual business partners, and prospective clients.
- Build and foster a network of referrals to create new opportunities for relationship development and revenue growth.
- Identify opportunities to conduct information-only presentations, such as seminars, conference presentations, and other efforts designed to create awareness about the Firm's competitive position as a leader in the industry, the value proposition provided by our services and capabilities, and the strong commitment to our Ethics and Values.
- Perform professional presentations to prospective business partners and/or individual business partners, to create awareness about the Firm's competitive position as a leader in the Industry, the value proposition provided by our services and capabilities, and the strong commitment to our Ethics and Values.

Relationship Development Activities

- Develop relationship development strategies that create opportunities to attract and acquire groups of prospective clients and/or individual prospective clients.
 - The firm will provide prospect lists that the Regional Manager, Relationship Development will be responsible for contacting to develop meaningful relationships with prospective clients.
 - The firm will refer prospects that respond to marketing initiatives. The Regional Manager, Relationship Development will be responsible for following up in a timely manner to provide additional information and to develop meaningful relationships with prospective clients.
 - In addition to referrals from the firm, the Regional Manager, Relationship Development will be responsible for establishing their own networks and developing meaningful relationships with referral sources and prospective clients.
- Develop presentations supported by the Firm's marketing and communication materials, which are custom-designed to meet the specific needs and expectations of prospective client groups or individual prospective clients.
- Make telephone calls and make in-person visits to conduct presentations to prospective clients to generate leads.
- Coordinate relationship development activities and assignments with the Director of Relationship Development and the Firm's Financial Advisors; share prospect leads that are positioned to be converted into new business; provide detailed information including prospect biography/profile, background about the relationship, the referral source, the relationship management strategy, action steps taken, and the recommended acquisition strategy.

Monitoring and Reporting

- Utilize the Firm's technical resources and systems to enter, track and monitor all relationship development activities and prospective client interactions.
- Maintain accurate records, including prospect call reports, expense reimbursement forms, billing invoices, and other documentation; monitor the systems to ensure Financial Advisors are following up by entering Relationship Development and Marketing Activities into the system.
- Monitor market channeling and referral networking activities to determine how effective the Firm is generating prospect leads.
- Monitor and track the status of the acquisition strategies being implemented in collaboration with the Financial Advisors.
- Monitor and track the conversion rates from prospect leads to client acquisitions; identify issues and/or opportunities to enhance our processes to increase the conversion rates to meet the Firm's new business development, client acquisition, and revenue growth objectives.
- Make a front-line assessment of marketing conditions and advise the Director of Relationship Development, as well as the Marketing team of the findings.
- Build and maintain ongoing awareness of new products and services, competitor activities, and other research conducted.
- Keep the Director of Relationship Development informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual market segment/channel analyses.
- Monitor competition by gathering marketplace information on pricing and fee structures, products and services offered, customer service techniques, etc.
- Recommends changes in products, services, and policy by evaluating results and competitive developments.

Professional Training and Development

- Keeps abreast of products and services being offered throughout the industry, market conditions, competitive activities, advertising and promotional trends through reading of pertinent literature and consulting with marketing and technical service areas.
- Participated in trade shows and conventions.
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional associations and societies.

Required Qualifications:

- Having strong values and being committed to the highest level of ethics and integrity is essential.
- Bachelor's Degree; we are open to considering candidates that have a lower level of education if they have the equivalent in training and experience.
- Experience in field sales working with affluent people; experience in the financial services or a comparable industry is preferred.
- We are open to considering a mid-career or second career candidate who may have previously served as a consultant who is interested in re-entering the private sector. We also will consider candidates who want to make a career change and are interested in transitioning into the financial services industry, and /or candidates who are interested in re-entering the workforce for a second career.
- The ability to be self-driven, with a high level of intensity, and the motivation to drive business activities to meet performance metrics.
- The ability to leverage current relationships and networks, as well as establishing and managing new relationships and networks with high net worth individuals that can be converted into new business opportunities.
- Highly organized, with strong time management skills, and the ability to pay close attention to details.
- Strong interpersonal skills and communication skills and the ability to effectively interact with a wide-range of affluent people.
- Experience working with desktop applications (Word, Excel, and PowerPoint); the Outlook email system, including scheduling; informational and database systems; and the ability to work with a CRM system.
- Experience working remotely and a demonstrated track record of successfully meeting performance goals in a self-driven work environment.

Equipment, Software and Materials Used:

- Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)
- Advent (Client Account Information System)
- Pivotal (CRM)
- Video Conferencing Software
- Internet
- Social Media
- Digital Marketing Materials