



Smiles better!

OUR PURPOSE

To be the **Number one** provider of motorcycle insurance by delivering the **best customer experience** at every opportunity.

OUR PRINCIPLES

Smiles Better People

- Attract, develop and retain talent so our people's growth matches the company's.
- Continuous training and mentoring to encourage individual achievement and career progression.

Smiles Better Solutions

- Design and implement innovative insurance solutions to meet the needs of our customer.
- Continuous review and development of business processes and systems to deliver user-friendly efficiencies.

Smiles Better Service

- Treat customers fairly and always act in their best interests.
- Be proactive to customers requirements.

Smiles Better Communication

- Simple, regular and relevant two way communication with MCE people, business partners and customers.

Smiles Better Success

- MCE people to achieve and celebrate our community, customer and financial goals, including those of our business partners.



My Job

SALES ADVISOR

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My Job – Sales Advisor

I report to: Sales Delivery and Sales Support Managers

My job is: To deliver the company's Purpose and Principles by delivering the best customer experience at every opportunity. I treat customers fairly whilst selling them insurance and always act in their best interests. I strive to achieve my individual targets on a monthly basis and interact with the other members of my team in order to help others do the same.

What I have to do:

'Smiles better people'

- Complete relevant training when scheduled to do so
- Support my colleagues and in particular, new starters with their development

'Smiles better solutions'

- Feedback ideas and solutions to my Manager on existing business processes in order to improve the customer's experience

'Smiles better service'

- Tailor insurance offer to individual clients needs
- Maximise sales of additional products
- Maximise my availability to customers at all times

'Smiles better communication'

- Liaise with other MCE departments to resolve customers
- Feed customer questions and issues through the appropriate channels

'Smiles better success'

- Achieve monthly sales targets
- Achieve monthly add-on targets
- Share company success and achievement with customers

The behaviours I demonstrate are:

- Confidentiality
- Professionalism
- Regular and relevant two-way communication
- Time Management skills
- Team working

I know I've done a great job if:

- My monthly sales targets are achieved
- My monthly add-on targets are achieved
- All my personal scheduled training is completed on time
- All communication with customers is professional and courteous
- Feedback from my team and MCE customers on my performance is positive
- I make minimal avoidable mistakes
- My attendance level is within the company target

This document is provided as a guide and the list of tasks/responsibilities is not exhaustive

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