

Lead Sifter

<https://leadsifter.net/job/strategic-growth-manager/>

Sales Consultant — Agency Partnerships

Description

The Sales Consultant — Agency Partnerships is responsible for driving new revenue by acquiring insurance agency partners into the Lead Sifter marketplace.

This is a performance-driven, new business sales role. The Sales Consultant owns the full sales cycle — prospecting, discovery, presentation, objection handling, and closing deposit commitments.

The primary objective is clear: generate consistent new agency activations and revenue growth.

Once a new partner is secured, the Sales Consultant executes a structured handoff to the Agency Engagement Manager, ensuring a smooth transition into onboarding and long-term performance support.

Success in this role is measured by revenue generated, new agency activations, pipeline performance, and consistency in meeting or exceeding production targets.

Responsibilities

Core Responsibilities

New Business Development

- Prospect and generate new agency opportunities (outbound and inbound)
- Maintain consistent call, email, and follow-up activity
- Build and manage a qualified pipeline sufficient to meet monthly targets
- Identify and engage decision-makers within agencies

Full-Cycle Sales Execution

- Conduct structured discovery calls
- Present the Lead Sifter marketplace and value proposition
- Confidently handle objections
- Close new agency accounts and secure deposit commitments
- Drive signed agreements and activation within defined timelines

Revenue Accountability

- Meet or exceed monthly and quarterly revenue quotas
- Maintain accurate CRM records and forecasting
- Track close rates, pipeline velocity, and conversion metrics
- Continuously refine sales execution to improve performance

Transition & Collaboration

- Execute structured transition of newly acquired agencies to the Agency Engagement Manager
- Ensure all documentation and commitments are complete
- Communicate key agency expectations and competitive preferences

Hiring organization

Lead Sifter

Employment Type

Full-time

Date posted

February 19, 2026

Begin Assessment

Begin assessment

- Provide market feedback to leadership

Qualifications

Core Requirements

- Strong desire to build a career in performance-based B2B sales
- Confidence engaging agency owners and decision-makers
- Competitive mindset with a drive to exceed revenue targets
- High level of personal accountability and ownership
- Coachable and open to structured sales training and feedback
- Clear, professional communication skills

Sales & Business Aptitude

- Ability to understand and explain basic acquisition economics (CAC, ROI, margin)
- Comfortable discussing revenue goals and financial performance
- Organized and disciplined in managing follow-ups and pipeline activity
- Comfortable using CRM systems (or quick to learn)

Preferred Backgrounds (Not Required)

- Insurance sales or agency experience
- Lead generation or marketing sales experience
- Commission-based sales environment
- Former producers or agents seeking a growth-focused role