

# Heather E. Sisk

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## SALES MANAGEMENT PROFESSIONAL

Over 18 years of varied experience in leadership, management, training, sales, marketing and customer service with twelve years focused in the insurance industry. Deeply accomplished and results driven management professional with a record of success driving sales, production, building relationships, strategic planning, process improvements, employee engagement and customer satisfaction. Enthusiastic and adept at managing top-performing teams and spearheading company success with vision, commitment and innovation.

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### PROFESSIONAL EXPERIENCE

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#### FLORIDA BLUE / GUIDEWELL CONNECT | JACKSONVILLE, FL | 2007 - PRESENT

##### ***BUSINESS SUPPORT MANAGER | 2017 – CURRENT***

- Oversight of all Retention and Sales initiatives with in Floridablue Telesales including U65, Medicare, Small Group and Ancillary segmentation.
- Collaborate and communicate across various departments including: Marketing, Compliance, legal, product and segment sales channels serving as the Floriablue client manager.
- Currently overseeing and developing an enhanced Telesales engagement model with utilizing licensed agents for outbound campaigns as a part of our corporate strategic initiatives for U65 cancellation reduction strategy.
- Developing, tracking and execution of Telesales OEP/AEP OPPs Readiness plan incorporating lessons learned, market changes and updating contingency plan based on business model.
- Designed curriculum for GuideWell Connect clients to launch new initiatives, sales techniques, call handling and best practices, which increased member enrollment and retention, and served as a base line curriculum for future clients.
- Program set up, script writing, development of training material and reporting requirements across all segments including inbound and outbound work.
- Work with WFM to ensure all client SLA's are being meet and forecasting inbound and outbound volume capacity.
- Responsible for Sales Operating model on all product lines of business including forecasting and budgeting.

##### ***SALES MANAGER | 2011 – 2017***

- Responsible for managing and driving sales for a team of 25 agents while overseeing centers front line agents.
- Consistently hiring quality talent and facilitate career growth during our ramp up and ramp down enrollment periods.
- Developing and leading continuous improvement events to improve efficiencies while remaining effective. 7 years in a row we have achieved Benchmark Certification of Excellence through Purdue University.
- Responsible for managing daily agent activities including sales production, call quality, call metrics, managing payroll expenses and all employee relation issues.
- Conducted audits of call quality ensuring agents are adhering to all compliance regulations and sale objectives.
- Developed and implemented strategies designed to increase cross-sell of multiple products.
- Served as a U65 and ancillary product SME for Telesales, conducting sales training and cross-sell initiatives to improve sale results by incorporating best practices across multiple sales teams.

##### ***PROJECT CONSULTANT | 2010 – 2011***

- Responsible for managing BlueDirect Sales quality vendor TPG, to ensure compliance and adoption of Sandler sales methodology.
- Lead the efforts of Launching BlueDirect's first outbound team including training and coaching of outbound KPI's
- Maintained key relationships with internal and external stakeholders to maximize effectiveness of projects.
- Managed business relationships and programs with external lead generation call center. Daily activities included: call monitoring, reviewing daily call and sales reporting and capacity planning based on projections from Marketing.

- Responsible for the execution of training programs specific to products, legislative impacts, systems, processes and tools in support of new sales and retention for Individual and Small Group business.
- Designed, developed and delivered sales training of health and ancillary products as well as system enhancements to internal agents throughout Florida.
- Designed and conducted training in form of “mini clinics” to address sales behaviors such as “asking for the sale”, “overcoming objections” and “bundling our ancillary products” leading to increased submissions and ancillary premium.

**MARKETING ANALYST IV | 2008 – 2010**

- Effectively managed external business partners; including, evaluation, analysis, monitoring performance and providing feedback to ensure vendor met Florida Blue program requirements and sales goals.
- Collaborated with marketing to develop retention and sales communications for our member base.
- Responsible for maintaining retention programs budgets while working with various departments to secure funding for specific programs geared towards retaining members to control overall cost of net gains.
- Established and analyzed call center metrics and sales reporting results to ensure project requirements met or exceeded goals specified by Florida Blue and communicate results to internal business partners.
- Designed, implemented and evaluated call center programs through third party vendors.
- Facilitated training of new products and programs for health and ancillary.
- Conducted calibration sessions for compliance and enhance sale techniques.

**TELESALES SALES AGENT | 2007-2008**

- Assisted future clients in making decisions based on their health care needs and product offerings.
- Meet and exceeded monthly sale goals for health an ancillary.
- Complied with OIR and CMS regulations.
- Awarded a formal ACE award for cross sell approach, which was shared with department and increased sales revenue.

**AMERICAN INCOME LIFE INSURANCE | JACKSONVILLE, FL | 2006 - 2007**

**SUPERVISING AGENT | 2006-2007**

- Responsible for agents sales production as well as individual production quotas
- Completed Recruiting, hiring and training of highly qualified agents to expand territory
- Conducted sales seminars on effective selling techniques through packaging of multiple products
- Serviced union members with benefits and created up sell opportunities
- Created Lead generation by out reaching to local businesses in the community

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**EDUCATION & CREDENTIALS**

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**University of University of University of North Florida**

Bachelor of Arts in Criminal Justice / Minor in Public Health  
 Minor in Public Health  
 Overall GPA: 3.34

Jacksonville,FL  
 Graduated May 2010

**Florida State University**

Master of Science in Risk Management in Insurance  
 Overall GPA: 3.80

Tallahassee, FL  
 Anticipated Graduation May 2019

**SKILLS**

Proficient in:

- Word, Excel, PowerPoint, Microsoft Office, Siebel, RBMS, IST, SalesConnect, Salesforce, Customer Connect
- Familiar with BCBSFL products and procedures
- 215 State of Florida Insurance License
- Extensive back ground in the insurance industry

**AFFILIATIONS AND HONORS**

BCBSFL IST/SalesConnect Advisory Board  
 BCBSFL A.C.E Formal Award  
 Benchmark Certification of Excellence  
 Women Interactive Network

Spring 2009- Current  
 Fall 2008  
 2011-Current  
 Fall 2017-Current