

## JOB DESCRIPTION

<b>POSITION / DESIGNATION</b>	<b>Business Development Manager – Bancassurance</b>
<b>BAND / GRADE</b>	Executive / Senior Executive
<b>JOB RESPONSIBILITIES</b>	<p><b>Target Achievement</b></p> <ul style="list-style-type: none"> <li>• Drive sales and achieve targets through the bank branches</li> </ul> <p><b>Sales Support</b></p> <ul style="list-style-type: none"> <li>• Support the Customer Relationship Officer in the branch for his/ her sales effort, in terms of generating benefit illustrations, accompanying on client calls</li> </ul> <p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Bank is the key customer of the Business Development Manager, and he/she must engage an open and trusting relationship with the Branch Managers/officers/staff</li> <li>• Engage the employees of the bank branches in regular discussions to transfer knowledge about insurance.</li> <li>• Ensure that all service</li> </ul> <p><b>Lead Generation</b></p> <ul style="list-style-type: none"> <li>• Spearhead all lead generation initiative from the bank – whether through walk-in, data mining, referrals, etc.</li> </ul>
<b>KEY PERFORMANCE INDICATORS</b>	
<b>QUALITATIVE</b>	<ul style="list-style-type: none"> <li>• Achieving sales targets</li> <li>• Activate &amp; Penetrate branches for Insurance Sales</li> <li>• Arranging training programs for bank staff on products and selling skills</li> <li>• Increasing productivity of bank branch</li> </ul>
<b>QUANTITATIVE</b>	<ul style="list-style-type: none"> <li>• Achievement of Monthly / Quarterly / Half yearly and Annual Sales Target</li> </ul>
<b>PREFERRED CREDENTIALS</b>	
❖ <b>WORK EXPERIENCE</b>	0-4 years In Insurance / Banking / Finance / FMCG / NBFC / Pharma Sales and Freshers.
❖ <b>AGE</b>	Below 35 Years
❖ <b>QUALIFICATIONS</b>	Graduates / MBAs of formal education is desirable.
❖ <b>COMPETENCIES</b>	<ul style="list-style-type: none"> <li>❖ Result Orientation</li> <li>❖ Leadership Skills</li> <li>❖ Customer Orientation</li> <li>❖ Interpersonal and Communication Skills</li> <li>❖ Energy, Drive and Initiative</li> <li>❖ Cost and Quality Consciousness</li> </ul>