

Job Description

POSITION DETAILS			
Functional Designation	Zonal Sales Manager - Business Loan	Department	Sales
Sub Department	Direct	HR Grade	Associate Vice President
Location	Corporate Office	Reporting Manager	National Sales Manager – Direct Business
Job Purpose			
As a Zonal Sales Manager for Business Loan Direct Business, you will be responsible for driving sales growth and expanding the customer base within your assigned zone. Your primary responsibility will be to lead and manage a team of sales managers, develop strategic sales plans, and ensure the achievement of zonal sales targets. This role requires a deep understanding of the business loan market, exceptional leadership skills, and a strong focus on customer satisfaction.			
Principal Accountabilities			
<ul style="list-style-type: none">• Develop and Implement Sales Strategies: Formulate and execute comprehensive sales strategies to achieve zonal business loan targets.• Market Penetration: Identify and capitalize on new business opportunities to expand market presence within the zone.• Sales Forecasting: Accurately forecast sales and develop plans to meet or exceed zonal targets.• Lead and Manage Sales Teams: Inspire, mentor, and manage a team of sales managers and their respective teams, ensuring they meet individual and zonal sales targets.• Training & Development: Provide ongoing training and development opportunities to enhance the skills and performance of the sales teams.• Performance Management: Conduct regular performance reviews and implement improvement plans as needed.• Build Strong Relationships: Establish and maintain robust relationships with key customers, addressing their needs and resolving any issues promptly.• Customer Satisfaction: Ensure high levels of customer satisfaction by delivering exceptional service and support.• Analyze Market Trends: Monitor market trends and competitor activities to stay ahead of the curve.• Business Intelligence: Provide insights and feedback to senior management to refine sales strategies and product offerings.• Regulatory Compliance: Ensure all sales activities comply with regulatory requirements and company policies.• Sales Reporting: Prepare and present detailed sales reports to senior management, highlighting performance, trends, and areas for improvement.• Cross-Functional Collaboration: Work closely with other departments such as marketing, product development, and customer service to ensure seamless operations.• Channel Management: Develop and manage relationships with external channels (DSAs, micro-connectors) to drive sales.			

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Desired Profile

- **Industry Experience:** 13-15 years of experience in sales, preferably in the financial sector with a focus on business loans.
- **Leadership Experience:** Proven track record of leading and managing high-performing sales teams across multiple regions.
- **Communication:** Excellent verbal and written communication skills.
- **Analytical Skills:** Ability to analyze market trends and data to make informed decisions.
- **Customer Focus:** Strong focus on customer satisfaction and relationship management.
- **Compliance Knowledge:** Understanding of regulatory requirements related to business loans.