

## Job Description

POSITION DETAILS			
Functional Designation	Regional Sales Manager	Department	Sales
Sub Department		HR Grade	General Manager
Location	Corporate Office	Reporting Manager	
<b>Job Purpose</b>			
<p>As a Regional Sales Manager in an NBFC, you will play a critical role in leading and driving sales growth, building strong relationships, and ensuring effective team management within the designated region, contributing significantly to the overall success and profitability of the organization.</p>			
<b>Principal Accountabilities</b>			
<p>1. Sales Strategy Development: Develop and execute a comprehensive sales strategy for the designated region, aligning it with the overall business objectives and growth plans of the NBFC, while ensuring that the strategies meet the specific requirements of the region.</p> <p>2. Team Leadership and Management: Recruit, train, and manage a team of sales managers and executives within the region, providing strong leadership, guidance, and support to ensure the achievement of sales targets and the effective implementation of sales strategies.</p> <p>3. Market Analysis and Research: Conduct in-depth market research and analysis to identify market trends, customer preferences, and competitor activities within the region, providing insights that inform sales strategies and help in the development of competitive pricing and promotion strategies.</p> <p>4. Relationship Management: Foster and maintain strong relationships with key clients, partners, and stakeholders within the region, ensuring effective communication and collaboration to drive business growth and expansion within the territory.</p> <p>5. Performance Monitoring and Reporting: Monitor and analyze sales performance metrics within the region, including sales volume, revenue targets, market share, and customer acquisition costs, providing regular reports and insights to senior management for informed decision-making and strategic planning.</p> <p>6. Sales Process Optimization: Streamline the sales process within the region, from lead generation to closure, by implementing efficient sales techniques, tools, and technologies to enhance the overall customer experience and increase the conversion rate of leads into sales.</p> <p>7. Compliance and Documentation: Ensure compliance with all regulatory requirements and internal policies within the region, particularly those related to sales and financial transactions, while maintaining accurate documentation and records in accordance with company guidelines.</p> <p>8. Training and Development: Identify training needs within the sales team and develop training programs to enhance their skills, product knowledge, and sales techniques, ensuring that the team remains updated on</p>			

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industry trends and best practices.

9. Strategic Partnerships: Identify and develop strategic partnerships and alliances within the region, exploring opportunities for collaboration and joint ventures that can drive business growth and expand the NBFC's market presence in the territory.

10. Revenue Generation and Profitability: Focus on revenue generation and profitability within the region by implementing effective pricing strategies, managing costs, and exploring cross-selling opportunities, while ensuring that the sales operations within the region contribute positively to the overall financial performance of the NBFC.

### Desired Profile

- A bachelor's degree in business administration, finance, marketing, or a related field is typically the minimum educational requirement. Some employers may prefer candidates with a master's degree (MBA or equivalent) for senior roles.
- Minimum 8 years of experience in sales, preferably in the financial sector or a related industry, with a focus on consumer finance or related products. Minimum 5 years of experience in Business Loan
- Proven track record in sales and sales management, including experience leading and managing sales teams.
- Sales Leadership: Strong leadership skills to effectively lead and manage a regional sales team, set and achieve sales targets, and motivate and coach team members.