

Job Description

POSITION DETAILS			
Functional Designation	Regional Sales Manager - Business Loan	Department	Sales
Sub Department	Direct	HR Grade	General Manager
Location	Corporate Office	Reporting Manager	Zonal Sales Manager – Business Loan
Job Purpose			
As a Regional Sales Manager for Business Loan Direct Business, you will play a pivotal role in driving the growth and success of our business loan segment across multiple regions. Your primary responsibility will be to lead and manage a team of sales managers, develop strategic sales plans, and ensure the achievement of regional sales targets. This role demands 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 regional business loan targets.• Market Penetration: Identify and capitalize on new business opportunities to expand market presence within the region.• Sales Forecasting: Accurately forecast sales and develop plans to meet or exceed regional targets.• Lead and Manage Sales Teams: Inspire, mentor, and manage a team of sales managers and their respective teams, ensuring they meet individual and regional 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.			

Job Description

Desired Profile

- **Industry Experience:** 10-15 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.