

Job Description

POSITION DETAILS			
Functional Designation	Cluster Sales Manager - Business Loan	Department	Sales
Sub Department	Direct	HR Grade	Senior Manager
Location	Corporate Office	Reporting Manager	Regional Sales Manager-Business Loan
Job Purpose			
As a Cluster Sales Manager for Business Loan Direct Business, you will be at the forefront of driving sales and business development activities within your designated cluster. Your primary responsibility will be to lead a dynamic sales team, develop strategic plans, and ensure the achievement of sales targets. This role requires a deep understanding of the business loan market, exceptional leadership skills, and a passion for customer satisfaction.			
Principal Accountabilities			
<ul style="list-style-type: none"> • Develop and Implement Sales Strategies: Craft and execute comprehensive sales strategies to achieve business targets for business loans. • Market Penetration: Identify and capitalize on new business opportunities to expand market presence. • Sales Forecasting: Accurately forecast sales and develop plans to meet or exceed targets. • Lead and Manage Sales Team: Inspire, mentor, and manage a team of sales professionals, ensuring they meet individual and team sales targets. • Training & Development: Provide ongoing training and development opportunities to enhance the skills and performance of the sales team. • Performance Management: Conduct regular performance reviews and implement improvement plans as needed. • Build Strong Relationships: Establish and maintain robust relationships with 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. 			
Desired Profile			
<ul style="list-style-type: none"> • Experience: 7-10 years of experience in sales, preferably in the financial sector. 			

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- **Leadership:** Strong leadership and team management skills.
- **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.