

Job Description

Role / Position Title	Vertical Head – Retail Sales
Reporting Manager	Business Head

Job Summary –

Handling consumer durable products and excel in defined objectives as a Vertical Head by conceptualizing, incubating and executing the vision for the consumer loans business.

Objective and Scope of the Position –

To drive retail sales team for consumer durable business and be responsible for achieving business targets and manage P&L. The scope of job would involve leading Product launch, product development, process design, implementation, maintaining healthy portfolio quality, funnel management, interest margin, generate fee income and profitable P&L.

Detailed Role & Responsibility of the Position –

- Develop and implement effective sales strategies
- Lead nationwide sales team members to achieve sales targets
- Establish productive and professional relationships with key personnel in assigned customer accounts
- Negotiate and close agreements with large customers
- Monitor and analyze performance metrics and suggest improvements
- Prepare monthly, quarterly and annual sales forecasts
- Perform research and identify new potential customers and new market opportunities
- Provide timely and effective solutions aligned with clients' needs
- Liaise with Marketing and Product Development departments to ensure brand consistency
- Stay up-to-date with new product launches and ensure sales team members are on board.

P&L Management:

- Plan monthly volumes, cost estimations for different channels of the business and achieve targeted profitability numbers.
- Plan and execute business volumes from channels along with targeted interest rate and fee income, cross sell penetration.

- Drive bottom-line through cost optimization and new revenue generation streams and OPEX Management.

Audit & Compliance:

- Undertakes risk, regulatory and compliance assessments for the product.
- Ensures compliance and adherence to internal compliance policies, NBFC guidelines and external regulatory (RBI) guidelines in product design.

Customer Journey / Loan Processing:

- Responsible for delivering the look and feel of the overall journey in accordance with segmentation requirements for each business channels
- Oversees the development of product specifications in the IT systems, accounting systems and undertake necessary documentation for process notes, approval matrix, etc for the same.
- Co-ordinate with Operations, Risk team on designing and implementation of processes to reduce TAT and increase customer satisfaction.
- Facilitate seamless onboarding of partner systems in the internal ecosystem.
- Establishing and maintaining the internal ecosystem to support scale up of all facets of the business and execution of the strategic roadmap.

Business Tracking and Reporting:

- Tracking and assisting in delivery of topline deliveries of business.
- Track, monitor and drive KPIs.
- Publishing daily and monthly business reports to senior management team on the business performances.
- Review performance on regular basis to ensure achievement of targets in timely manner.
- Design action plans in case there is deviation from planned business targets.

Policy & Risk Interventions:

- Evaluate performance of existing rules maintained by risk team and derive opportunity to increase eligible customer base.
- Work with risk team to simulate impact of any new rule or modification of existing rule to understand business impact.
- Review product programs, new product proposals, product propositions & strategies to ensure the development of strong and differentiated 'best-in-class' product offerings.

Portfolio Quality:

- Track collection efficiency and bounce trend across channels and driving resolution for maintaining healthy portfolio quality.

Competition/Industry Benchmarking:

- Analyze the market and competition portfolio to identify potential opportunities.
- Track competitions, industry metrics, forecasts and qualitative market data for different segments.
- Develop product positioning which differentiates consumer durable products proposition of the company in the market.

Cross Functional Teams:

- Work with key stakeholders including marketing, IT, CC, Risk, Collection, Legal Compliance and Analytics to drive business objectives.

Requirements –**A.) Professional Experience:**

15+ years of Product / Sales experience in Consumer Durable or other Asset products

B.) Education Background:

Post Graduate Degree in MBA or Equivalent

C.) Key Competencies:

- Relationship building skills
- Selling Skills & Target Achieving
- Analytical Skill and negotiation skills – the ability to understand customer needs, and analyze competition -For strategy, application identification and product positioning
- Organization Development – the ability to organize work with clear accountabilities and operational efficiency.
- Planning and forecasting- be organized and be methodical in handling responsibilities and to ensure that accurate and immediate follow-up is done, to respond quickly to needs of the market, and be alert to situations that may be problem-causing

- Should have desire to develop constructive ideas, out of box thinking and ensure its implementation

D.) Key Relationships

- This position will heavily interact with core functions like Selling & Marketing
- Different functions include technical support, quality, supply chain and logistics, finance
- Direct interaction with finance department is also essential
- Externally, it caters to the prime needs of OEM customers