

# **Indira Gandhi National Open University**

## **Regional Centre Dehradun**

### **Conduct of Campus Placement by SBI Life**

#### **Job Description**

**(As conveyed by SBI Life Insurance Co. Ltd.)**

We would like to organize the Campus Placement for Marketing Channels (Retail Agency/Bancassurance Channel/Institutional Alliances).

**Job Location : Uttarakhad**

**CTC - Rs. 2.35 Lakh (per year) + 12K COLA for Dehradun**

**CTC – Rs. 2.35 Lakh (per year) Fixed for other location**

**Profile : Marketing**

**Selection Methodology :**

- o Pre Placement Talk by Regional HR Team
- o Group Discussion
- o Personal Interviews

#### **Job Introduction**

The role of the Sales Development Manager is to build & develop the Bancassurance business through the partnerships with the reputed Govt. Banks.

## **Role Responsibility for Bancassurance**

- Develop sales plan and deliver sales targets
- Build & develop sales delivery & support model together with the Bankers (CIFs) to manage the Bank partnership. This includes training, coaching, sales incentives and sales performance management to achieve the related sales targets and KPIs.
- Strengthen business relationship with partner Bank and maximize business opportunities
- Promote customer oriented culture, develop customer value propositions to partners
- Develop & deliver joint strategy & programs with Bank partner to drive target sales
- Expand business opportunities to new partner banks in future
- To collect market intelligence on competitors' activities including competitors' products, pricing, catalogues, selling tactics, etc.
- To develop and review marketing and presentation materials, e.g. training materials, staff briefing materials, etc.
- To work jointly with Product & Marketing, Underwriting Depts for pre-sales activities & support for sales acquisition.
- To liaise with Operations Dept, for operational efficiency and to maximize customer satisfaction in the claims and after sales services.
- Embed control & compliance awareness culture
- Ensure integrity amongst the team & ensure open communication
- Understand risk underwriting and profit drivers/dynamics

## **Role Responsibility for Retail Agency**

- Recruitment of a team of Life Mitra (Insurance Advisor)
- Training the team of Life Mitra.
- Meet with prospective clients for promoting business.
- In-charge for generating business within the assigned territory.

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