

# Job Description

**Position Title: Sales Officer**

## **Eligibility Criteria**

- Graduate in any discipline (**Engineers & MBA, B Sc Agriculture and M Sc Agriculture not eligible**) Distance Learning MBA allowed
- Freshers allowed, Work-experience not mandatory
- Less than 26 years of age

Reporting To: Branch Sales Manager/ Branch Manager

## **Purpose of the Job**

ICICI Bank offers a wide array of financial products like Savings Account, Current Account and Salary Account etc. to its customers in both rural and urban markets. A Sales Officer Role is a Client facing role. The sales officers are responsible for the first level of customer interaction. They are responsible for creating new client relationships as well as deepening our relationships with the existing clients by offering them other financial products. All Sales Officers are assigned specific product and a specific geography, wherein they can identify new customers for the given product.

## **Job Responsibilities**

- Generate new customer leads through various channels
- Proactively identify sales prospects and conduct business development activities in the geography assigned
- Follow up on new leads and referrals to generate business
- Achieving the monthly sales targets, assigned to him/her, for various products and services
- Cross sell new products
- Follow the various internal guidelines and procedures of the bank
- Ensure customer satisfaction through regular engagement
- Resolve customer queries/issues and facilitate customer service
- Maintain periodic status reports, including daily activity report and calls/follow-ups made

**Grade: Officer**

**Locations:** All over India as per organizational requirements

**CTC:** upto 2.02 Lacs depending on location

## **Key Competencies Required**

- Passion - Must take initiatives and not avoid targets
- Socially Confident - Able to start a conversation with new people easily and be confident in the interaction
- Perseverance & Resilience - Must be able to make repeated attempts and bounce back from setbacks. Must be able to try new methods of engagement in case of a setback
- Problem Solving & Closure - When faced with a problem must be able to identify and seek help from the right people without hesitation.
- Must be able to keep commitments made to others and ensure that the task is complete.
- Target oriented profile