

## 1. Relationship Officer - Sales – Canara Retail

<b>Job Description: Relationship Officer - Sales – Canara Retail</b>
• To Achieve channel wise targets (New & Customer Retention)
• To Achieve desired Branch & LBS Activation targets.
• To Create a healthy Product Mix with traditional >50%
• To Create a healthy pool of lead generators across branches
• Achieve new business premium as per AOP targets rolled out by SSBD and defined SFM
• Achieve Traditional Product Mix target
• Achieve Customer Retention targets for the portfolio
• Achieve targets as prescribed for Branch/LBS activation for bank
• Ensure timely PFR reporting and NIL PIR pending
• Ensure Customer Complaints <=1% of book
• Achieve defined metrics as per Sales Force Management process/guidelines
• Provide support to BM/LBS at the ground level. Make joint Field calls and motivate them to achieve targets.
• Provide support and training for timely Submission, Pendency, and Issuance management.
• Conceptualize and implement local business development initiatives for lead generation and focused sales.
• Provide key inputs on business health to Branch Heads and agree on tactical initiatives to increase lead generators & their contribution

<b>Job Specification</b>
• Should have good local Network
• Should have sound knowledge of Financial Industry
• Good communication: English/ Hindi /Regional Language
• Local Candidates are preferred
• Immediate Joiners or less notice period joiners.
• Candidate should have all employment docs & Education docs.
• Having personal vehicle would be an added advantage.
• Candidate should have good stability record with previous organization (in case of exp.)

## 2. Relationship Officer -Direct Distribution

<b>Job Description: Relationship Officer -Direct Distribution</b>
• Number of customer meeting per day
• Delivery of minimum business guarantee
• Creating leads through campaigns /cold calling
• Documentation, logins & Issuance tracking.
• Lead / Feedback / Referral Updating on LMS
• Meeting Business targets: Achievement of Business plan
• Customer servicing/ Renewals

<b>Job Specification</b>
• Should have good local Network
• Should have sound knowledge of Financial Industry
• Good communication: English/ Hindi /Regional Language
• Local Candidates are preferred
• Immediate Joiners or less notice period joiners.
• Candidate should have all employment docs & Education docs.
• Candidate should have good stability record with previous organization (in case of exp.)

### 3. Business Development Officer - Defence

<b>Job Description: Business Development Officer - Defence</b>
• Number of Customer meeting per day
• To achieve BDO wise targets.(New & Customer Retention)
• To achieve desired Agent/ partner Activation targets.
• To create a healthy Product Mix with traditional >50%
*To create a healthy pool of lead generators across defense territory
• Delivery of Minimum business guarantee
• Creating Leads through campaigns /cold calling
• Documentation, logins & Issuance tracking.
• Lead / Feedback / Referral Updating on LMS
• Meeting Business targets: Achievement of business plan
• Customer servicing/ Renewals

<b>Job Specification</b>
• Should have good local Network
• Good communication: English/ Hindi /Regional Language
• Local Candidates are preferred
• Immediate Joiners or less notice period joiners.
• Candidate should have all employment docs & Education docs.
• Candidate should have good stability record with previous organization (in case of exp.)
• If candidate has connect in Defence Candidate should have good stability record with previous organization (in case of exp.)