



POSITION: BUSINESS DEVELOPMENT MANAGER-BANCASSURANCE(RETAIL SALES)

DEPARTMENT: SALES

REPORTS TO: HEAD OF BANCASSURANCE

JOB PURPOSE STATEMENT

To market and sell the Bancassurance products to the bank customers with specific focus on CBA@work channel. The job function involves designing, implementing and coordinating the CBA@work Bancassurance sales strategy, crafting marketing initiatives aimed at sustaining portfolio growth and achieving sales and income targets.

The job includes supporting completion and processing of applications; providing scheme terms to the Corporates; administration of service delivery by the service providers; and providing customer services to optimize customer satisfaction.

The incumbent will also provide product and process training to relevant customer-contact staff in the branch and CBA@work distribution channel.

KEY RESPONSIBILITIES

- Achievement of Corporate and Personal insurance products sales targets (50%)
- Quality of customer portfolio maintenance and renewal/cancellation services (20%)
- Adequacy of personal competence to effectively perform relationship management tasks for Bancassurance (15%)
- Management of customer expectations (15%)

COMPETENCE REQUIREMENTS

- Excellent Interpersonal skills. Team player and able to work with minimum supervision
- Selling and negotiation skills to prospect and close business to grow customer numbers and customer product uptake
- Intimate knowledge of bancassurance products
- Planning & organizing skills for effective time utilization in achieving the objectives of the position.
- An understanding and application of commercial and financial principles. Ability to view issues in terms of costs, profits, risks, markets and added value.
- Ability to managing effective teams and work groups

- An understanding of the insurance legal environment and compliance issues related to insurance
- Interpersonal skills to effectively communicate with and manage customer expectations (internal and external), and other stakeholders who impact performance.
- Excellent verbal and written communication skills
- Training techniques to structure and conduct training to the channel personnel
- Technical and relationship management skills to effectively perform the mix of activities/tasks in a manner that consistently achieves high quality standards or benchmarks.
- Shows awareness of goals and quality standards. Follows through to ensure that quality and productivity standards are met.
- Good presentation, influencing and negotiation skills

QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

- University Degree - Upper 2nd Class or equivalent.
- At least 3 years working experience with insurance providers. Sales experience in insurance is an added advantage
- COP in Insurance would be an added advantage. Successful candidate will be required to sit and pass the exams within 6 months of joining.
- Proficiency in use of Microsoft Office Packages