

BOB Financial Solutions Limited is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BFSL was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BFSL is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards.

The Company's core business is credit card issuance.

Position	Zonal Relationship Manager
Role & Responsibilities	<p>Key highlights of the role are listed below (purely indicative and not limiting):</p> <p>The Zonal Relationship Manager will be responsible for achieving their team's sales targets for Card product and any other retail financial services products offered by BFSL. The Sales Manager function for BFSL will entail leading and managing a sales workforce and ensuring thorough implementation of the national sales strategies, thus constantly focusing on growth of absolute and percentage sales figures of the region.</p> <ul style="list-style-type: none"> • Display strong business & sales acumen to take complete charge of the region through thorough knows how of the industry and focus on team building and overachieving targets assigned. • Establish and strengthen excellent relationship with BOB (Branch Mgr./ Regional Head, Zonal Head, Marketing Team etc.) and ensure the cards business is driven seamlessly • Focus to Drive CRE productivity of the sales team, taking adequate measures to enhance through interventions like sales trainings, soft skills training and functional training. • To have a hands-on knowledge on Digital sourcing so that new innovative solutions are integrated into the acquisition workflow. • Ensure Seamless flow of Applications and take measures to cure the Incomplete applications for documents incompleteness for completing the Sales workflow • Ensure Management oversight and due diligence done by keeping controls & checks on Applications to ensure fraudulent applications do not enter the system • Establish and manage strong business relationships with internal stakeholders (Risk, Credits, Back end, Product, Finance, etc.). • Recruit, train and motivate the team of CRE's/ Sales Team to achieve the sales targets in alignment with the business goals. • Focus on constantly upgrading sales strategies by generating innovative ideas on processes and to identify new opportunities in the market to increase productivity of the team. • Responsible for ensuring smooth execution of the national sales strategy of BFSL, keeping in mind its validity to the specific Zone. • Responsible for ensuring high motivational levels of the teams, withstanding the high stress environment of a sale division of the Organization.
Job specific skills	<p>Applicants should possess the following attributes:</p> <ul style="list-style-type: none"> • Strong consumer financial services sales experience, preferably leading a



	<p>large team.</p> <ul style="list-style-type: none">• Excellent communication and interpersonal skills and respect for hierarchy.• A strong Digital acquisition bent of approach is a critical attribute.• Ability and willingness to establish businesses from scratch.• Ability to think on your feet and come up with quick solutions.• Hands on experience in managing a retail sales force is a plus.• Awareness of industry best practices, prevalent and emerging trends in the market and ability to inculcate industry best practices into the Organization.• A strong sales orientation, with a passion for success.• Ability to develop and motivate an engaging workforce towards achieving challenging sales targets.• Provide leadership, manage and motivate the team to ensure employee satisfaction in the workforce.
Educational Qualifications	<ul style="list-style-type: none">• Graduate / Post Graduate degree.
Minimum Experience	<ul style="list-style-type: none">• 5 years of related experience in a leadership role preferably from Banking and Financial Services sector companies of repute. (Retail Assets and Credit Cards)
Location of posting	<p>Number of Positions: 3</p> <p>Place of Posting: Anywhere in India.</p> <p>The candidate may be deputed to work with the team(s) within the organization / parent organization / any subsidiary of the parent organization if and as deemed necessary. Candidate is liable to be transferred to any other location in India.</p>
Maximum Age on the last date of application	<ul style="list-style-type: none">• 50 Years.
Website	www.bobfinancial.com
Other Terms	<ul style="list-style-type: none">• It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for selection procedure.• Canvassing, in any form, will result in disqualification of candidature.• In case of any modification in advertisement shall be updated only in Website.• The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.• Company may conduct background checks/CIBIL check at any stage of process and also call for current compensation detail/qualification documents/past employment proofs for conclusion of recruitment process.
Last Date for application	07th October 2023.