



ITM Skills Academy

SALES OFFICER JOB DESCRIPTION

Job Profile:

1. Designation: **Sales Officer (Retail Branch Banking)**
2. Sales Officers are **ON ROLLS of HDFC Bank.**
3. This is a **sales job** and not branch operations job. Requires field work.
4. Will be required to **generate business** for designated branch in the assigned geography.
5. Providing support to branch profitability by selling bank products - saving & current account through different acquisition channels in the catchment area.
6. Will be responsible for achieving **monthly sales target** assigned.

Responsibilities:

1. Ensure quality new acquisition on CASA for Resident/Non Resident accounts, Demat, HSL, Credit cards through Referrals from cold calls in the catchment area.
2. Penetration of FD to existing and new customers.
3. Ensure quality customer service is delivered.
4. Meet productivity norms defined through support of channels and own efforts.
5. Lead generation of customers and closure by tele calling, e-mailing and direct mailing, and tapping walk-ins wherever possible.
6. Generating leads for other products and passing the same to the branch for follow ups.

Key Tasks	Attitude & Skill Set
Cold calling and getting appointments	Honesty and Integrity.
Generating and maintaining database	Hard and Smart working.
Understanding customer requirements	Go getter attitude.
Explaining the products as per requirement	Ability to convince and influence.
New customer acquisition and customer retention	
Resolving customers queries and problems	

Eligibility:

1. Age: 20-30 years
2. Minimum Graduate except BE/B.Tech/Hotel Management qualification. Fresh graduates and post graduates - Final year result awaited students can also apply.
3. 0-5 years of experience in sales. Fresher's with inclination towards retail banking sales can also apply.
4. Must NOT have any blood relatives (for example, parents, brothers, sisters, children, or spouse) currently working with HDFC Bank.

Salary and Benefits:

1. Salary Range: Graduates - INR 1.20 to 1.56 Lakhs p.a ; Post Graduates - INR 1.44 to 1.80 Lakhs p.a + monthly performance incentives and other benefits. Compensation is inclusive of conveyance allowances.

Experience /Qualification	Fresher	1 to 3 yrs	more than 3 yrs
Graduates	Rs.1,20,000/-	Rs.1,44,000/-	Rs.1,56,000/-
Post-graduates	Rs.1,44,000/-	Rs.1,68,000/-	Rs.1,80,000/-
# above figures are inclusive of conveyance allowances			

2. Selected candidate will also be eligible for Retirement Benefits of the Bank; namely Provident Fund and Gratuity, in accordance with the statutory requirements and /or, as per Bank policy.
3. Medi-claim of Rs.50,000/- for self only.
4. On successful joining of HDFC Bank after the course, the course fee Rs.5,000/- will be refunded back by HDFC Bank over a period of 6 months in 2 parts (Rs.2,500/- on completion of 3 months tenure and Rs.2,500/- on completion of 6 months).

Salient Features:

1. Selected applicants have to undergo 1 week training conducted by ITM Skills Academy.
2. Training fee is Rs.10,000/- plus 14% taxes payable by selected candidate (Rs.11,400/- inclusive of applicable taxes).
3. Payment of Rs.11,400/- (inclusive of applicable taxes) is to be made by way of DD in favour of **“ITM Edutech training Pvt. Ltd.” payable at Mumbai.**
4. On successful completion of the training program the participant will be awarded certificate in “Banking Sales” by ITM Skills Academy and HDFC Bank Sales Academy.
5. Offer letter will be issued to the selected candidates after submission of training fees.
6. On successful completion of the training, the applicant will join HDFC Bank as Sales Officer at an annual CTC of INR 1.20 to 1.56 Lakhs p.a - Graduates; INR 1.44 to 1.80 Lakhs p.a - Post Graduates + monthly performance incentives and other benefits.

The Process:

1. **Apply:** Candidates are required to apply for the specific job location.
2. **Clear Interview and documents verification:** Eligible applicants for the job get interviewed by HDFC Bank and get documents attested by the interview panelist.
3. Selected applicants are required to submit photocopy of documents (educational qualification, previous work-experience proof, address proof, identity proof, date of birth proof)
4. **Make payment of enrolment fees and Get an offer:** Selected applicants required to pay training fee of Rs.11,400/- (inclusive of applicable taxes). After making the payment selected candidates will be issued a provisional invitation-cum-offer letter.
5. **Earn Industry recognized Certification in 1 week:** All selected candidates will undergo 6 days certification training program at designated ITM Skills Academy training location. Those who clear will be awarded with a “Certificate Program in Banking Sales”. **100% Attendance during the program is compulsory.**
6. **Join HDFC Bank Immediately:** Successful candidates, after clearing the evaluation during the program, can join the bank as Sales Officer as per terms in their offer letter.
7. **Get Refund of 50% course fees:** Post successful joining HDFC Bank after the course, the course fee Rs.5,000/- will be refunded back by HDFC Bank over a period of 6 months in 2 parts (Rs.2,500/- on completion of 3rd month and Rs.2,500/- on completion of 6th month).

For more information, contact