

SVC Co-operative Bank Ltd., formerly known as The Shamrao Vithal Co-operative Bank Ltd., is a trusted institution with a legacy of over 118 years and counting. SVC Bank is one of the leading Multi-State Scheduled Urban Co-operative Bank with a network of 200 branches spread across 11 States in India. For more details, please visit our website: www.svcbank.com

As a part of our growth journey, we are looking forward to on-board experienced candidates for the position of **Retail Banking Sales Officer (RBSO) – CASA**, in our Bank. The details are mentioned herein:-

Position: Retail Banking Sales Officer (RBSO) – CASA

Location: Mumbai - Western & Central

Number of vacancies: Total 10 (5 for Western-side branches and 5 for Central-side branches)

Eligibility Criteria:

Age: Preferably upto 32 years.

Qualification: Graduation in any faculty from a recognized University. M.B.A. from a recognized University or Institute affiliated to AICTE, would be an added advantage.

Experience and skills:

Minimum 1 - 5 years of experience in Sales in BFSI sector.

The candidate should have an ability to understand banking requirements and accordingly build banking relationships.

Effective Verbal & Written Communication, Interpersonal Skills, Meeting Sales Goals, Product Knowledge, Self-motivated

Past experience of working in CASA Sales will be helpful

Selection Criteria:

Shortlisted candidates who fulfill the above eligibility criteria will have to undergo an aptitude test and thereafter interview will be conducted. Candidates successful in aptitude test and interview will be selected.

Job Role:

Key Daily Deliverables:

- Achieve established sales targets by preparing weekly, fortnightly and monthly sales and lead plans.
- Customer profiling – create customer profiles (customer name, age, occupation, family members, birthdays, anniversaries, etc.) and identify sales and service opportunities through these profiles.
- Deliver excellent customer service that ensures ongoing sales and high level of customer satisfaction.
- Work with NTB (new to bank) customers to determine their needs and then recommend the right product and service.
- Closely work with Branch Operations team, Product and Marketing while sourcing CASA/TD business.
- Develop and cultivate strong buying relationships with customers.

- Use Bank literature and available training resources to stay up to date on product features.
- Catchment Mapping - Identify and map key areas which meet SVC Bank profile customers.
- Conduct activities and lead generation camps in co-ordination with branches and their catchment areas to increase customer reach and sales.
- Cross sell opportunities in Advances and TPP for the Bank.

Key Daily Activities:

- Submit DSR to reporting authority on a daily basis
- Conduct activities as per plans with reporting authority
- Keep oneself updated with regards to changes in product features, fixed deposit rates etc. of SVC Bank and Competition.
- Monitor and report on the activities of competitors and potential collaborators and to identify business opportunities and threats

Key Performance Indicators:

- Number of new CASA accounts opened.
- Total value growth in GL book of deposits in new CASA accounts.
- Total Book growth in TD (GL) in new TD accounts.
- Retention rate of newly acquired accounts (accounts active after 6 months).
- Cross-selling of other products in value (e.g., HL, GL, LI policy & Retail loan growth).
- Customer satisfaction scores.

If you wish to join the growth story in one of the leading co-operative sector banks, please send in your detailed resume along with photograph to careers@svcbank.com

Please mention position applied for in the subject line of the e-mail. Also, kindly note the following points:-

- Candidates have to fulfil eligibility criteria as mentioned above.
- Training will be imparted on products, services, policies, communication skills and selling skills.
- Details such as mobile number, e-mail ID mentioned in the resume should be valid and kept active during the recruitment process. These details would be useful for us in sharing instructions regarding interviews, documents, feedback, etc.
- Resume should be shared via e-mail only. No other modes of application will be accepted.
- SVC Bank does not engage any Agents / Agency for recruitment of any on-roll employees.
