

Sales Manager – DSA (Individual Role) – Prime LAP

Product: Prime Loan Against Property (LAP)

Education: Graduation Mandatory

Experience: 3–8 Years in DSA/Home Loan/LAP Sales

CTC: Best in Industry

About the Role

We are looking for a dynamic Sales Manager – DSA for our Prime LAP business in Ahmedabad. The incumbent will be responsible for sourcing quality business through DSAs, connectors, and channel partners while building a strong local network. The role involves handling Prime LAP cases with ticket sizes ranging from **₹10 Lakhs to ₹10 Crores** and may also source Home Loan business.

Key Responsibilities

- Drive Prime LAP business through DSA and channel partner acquisition.
- Develop and maintain relationships with existing DSAs, connectors, and brokers.
- Source quality Prime LAP and Home Loan cases while achieving monthly targets.
- Manage the complete sales cycle from lead generation to disbursement.
- Coordinate with credit, legal, technical, and operations teams for smooth processing.
- Ensure portfolio quality and adherence to company policies.
- Track market trends and identify new business opportunities.

Must Have

- Graduation is mandatory.
- Experience in Prime LAP and DSA channel sales.
- Exposure to ticket sizes ranging from ₹10 Lakhs to ₹10 Crores.
- Ability to source Home Loan business will be an added advantage.
- Strong local market and DSA network in Ahmedabad.

Key Skills

Prime LAP | DSA Management | Channel Sales | Home Loan Sourcing | Relationship Management | Business Development | Connector Acquisition | Portfolio Management | Credit Understanding | Market Mapping | Negotiation | Customer Acquisition | Cross Selling | Sales Planning | Target Achievement

Key Result Areas (KRAs)

- Prime LAP business sourcing and disbursement.
- DSA and channel partner acquisition and productivity.
- Home Loan cross-sourcing.
- Portfolio quality and policy compliance.
- Achievement of monthly sales and revenue targets.
- Customer satisfaction and turnaround time management.

Preferred Candidate Profile

- Strong understanding of the Prime LAP market.
- Excellent networking and relationship-building skills.
- Self-driven with a proven track record of target achievement.
- Good communication and stakeholder management skills.

Join us to build a high-performing DSA network and drive growth in the Prime LAP business.

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