

Job Description – Branch Sales Manager (Individual Contributor)

Organization: Leading Housing Finance Company

Department: Sales – Affordable Home Loans

Designation: Branch Sales Manager (Individual Contributor)

CTC: Up to 4LPA

Role Summary

We are looking for a dynamic and result-oriented Branch Sales Manager to drive the Affordable Home Loan business through individual contribution. The ideal candidate will be responsible for generating business through open market sourcing, channel partners, and connectors while ensuring quality sourcing and portfolio growth.

Key Responsibilities

- Drive business growth for the Affordable Home Loan segment.
- Achieve monthly sales targets through open market sourcing, channel partners, connectors, and customer referrals.
- Build and maintain strong relationships with customers, channel partners, DSAs, connectors, developers, and other business associates.
- Manage the complete loan lifecycle from lead generation to loan disbursement by coordinating with Credit, Legal, Technical, Operations, and other internal teams.
- Identify new business opportunities and continuously strengthen the sales pipeline.
- Conduct field visits, customer meetings, builder visits, and sales activities to maximize business opportunities.
- Ensure adherence to all internal policies, compliance guidelines, and regulatory requirements.
- Develop and maintain long-term relationships with developers, channel partners, and referral partners to generate sustainable business.

Eligibility Criteria

- Age: Up to 35 Years (*No deviation*)
- Education: Graduate in any discipline.
- Preferred Qualification: MBA (Sales / Marketing /Finance).

Experience

- 2–5 years of experience in BFSI sales.
- Prior experience in Affordable Home Loans, Home Loans, Housing Finance, HFCs, NBFCs, or Banking is preferred.
- Hands-on experience in channel sales, DSA management, connector management, builder relationships, and open market sourcing.

Key Skills

Affordable Home Loan Sales | Home Loan Product Knowledge | Sales & Business Development | Open Market Sourcing | DSA & Channel Partner Management | Builder & Connector Relationship Management | Customer Relationship Management (CRM) | Lead Generation & Conversion | Credit & Operations Coordination | Portfolio Quality Management | Early Delinquency (EDA) & Collections | Negotiation & Relationship Building | Field Sales | Target Achievement

Ideal Candidate Profile

- Self-driven and target-oriented sales professional with a strong passion for Affordable Home Loan sales.
- Strong networking and relationship management skills.
- Excellent communication, customer handling, and negotiation abilities.
- Comfortable with extensive field sales and local market penetration.
- Ability to work independently while collaborating effectively with cross-functional teams to achieve business objectives.

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