

Relationship Manager / Sales Manager – Loan Against Property (LAP)

Department: Secured Business Loans

Product: Loan Against Property (LAP) | **Function:** Frontline Sales

Designation: Relationship Manager (RM) / Sales Manager (SM)

Location: As per business requirement

Role Overview

Responsible for sourcing and acquiring **Secured Business LAP** customers, managing the complete sales cycle, and achieving business targets through direct sourcing and market development.

Key Responsibilities

- Source and acquire new customers for **Loan Against Property (LAP)** through direct sales and market references.
- Manage the complete sales cycle from **lead generation → customer interaction → login → credit coordination → sanction → disbursement**.
- Identify customers requiring funding for business expansion, working capital, property purchase, or other eligible business purposes.
- Build and maintain relationships with customers, connectors, and local market influencers.
- Conduct customer meetings, understand financial requirements, and collect required documentation.
- Coordinate with Credit, Operations, Legal, and technical teams for smooth processing and timely disbursement.
- Achieve monthly business targets while maintaining portfolio quality and adherence to company policies.
-

Candidate Profile

Experience: 2–10 Years | **Age:** Below 34/35 Years | **Education:** Full-Time Graduate |

Industry: Banking / NBFC / HFC / Secured Lending

Product: Loan Against Property (LAP) | **Ticket Size:** ₹20 Lakhs–₹1 Crore | **ROI:** 11%–16% |

WIRR: ~12%

RM Budget: Up to ₹7 LPA | **SM Budget:** Up to ₹9 LPA

Key Skills

LAP Sales | Secured Business Loans | Direct Sales | Lead Generation | Customer Acquisition | Market Development | Relationship Management | Financial Understanding | Business Banking | Credit Coordination | Documentation | Login-to-Disbursement Management | Target Achievement

Hiring Guidelines

- Candidates should have relevant experience in **frontline sales of secured lending products**, preferably LAP / business loans.
- **Full-time graduates only**; distance-learning qualifications will not be considered.
- Candidates currently working with **DSA/DST organisations** will not be considered for transition into corporate roles.
- Candidates with prior employment experience with a **DSA/DST organisation** will also not be considered.

- Prefer candidates with an average tenure of **1.5–2 years or more per organisation**.
- Frequent job switches are not preferred; overall career stability will be an important selection criterion.
- Candidates must demonstrate strong **field sales, customer acquisition, market mapping, and relationship-building** capabilities.

BFSI connect Placement Private Limited

Bridging the best talents, with Visionary companies

www.bfsiconnect.com | **Customer Support** - +91 840 1600 840 | Email - justask@bfsiconnect.com

Click the buttons below to explore live openings and download the **BFSI connect** App.

