

## **JOB DESCRIPTION**

Job Code: Job Title: Associate Rakshak Manager / Rakshak Manager / Senior Rakshak Manager

Band: 5A / 5B

Reporting To: Partner - Defence Department: Agency Function : Defence Sales Location:

### JOB SUMMARY:

Responsible for

- Recruitment of Agents & Advisors(A&A) and Officer Rakshak's
- Officer Rakshak (OR) & Agent Development
- Meeting Business goals
- Unit Prospecting
- Cantonment Mapping

### KEY RESPONSIBILITIES:

- Develop various sources of OR and A&A hiring and build a team of Agents
- Ensure product knowledge by Max Life Insurance ways of training
- Field demonstration (FODs)& Product Presentation to Defence Personnel's
- Work closely with OR's & Agents on planning and reviewing of activities and goals Achievement of monthly, quarterly & yearly business plans
- Ensure Company's product mix sales ration and adhere to the business norms
- Hold periodical customer meet to understand customers' pulse and product needs
- Ensure customer queries are responded to satisfactorily as per Max Life Insurance standard Organize Service Camps at Cantonments
- Maintaining healthy Annual Policy Ratio
- Cantonment relationship

Eligibility Criteria: Any Graduate / Post graduate with good experience in sales

### OTHER RESPONSIBILITIES:

HO co-ordination

Sales promotion activities

Assist in overall running of the Office

Experience- 2-7 years in Sales

### MINIMUM EDUCATION:

Graduate preferably with an MBA

Preference of Industry background

Preference 1: Insurance/financial sales exp + Defence experience Preference 2: Sales Background, any industry + Defence experience Preference 3: Defence Ex-servicemen Preference 4: Insurance Sales+ history of adaptability to new business avenues Preference 5: Pure defence family back ground (Current Serving personnel)