

## I. General Information

**Role: Business Development Officer- Defence**

## II. Job Objective

Work closely & jointly with Defense service employees and business partners to ensure CHOICE achieves its business aspiration in line with the AOP Targets (New & Customer Retention) as stated in individual objective setting sheets. Support channel partner in delivering higher levels of productivity and facilitate the process of Submission –to- Issuance within mutually agreed timelines. Protect Customer & CHOICE interests by ensuring processes /systems in-use; comply with regulatory & internal guidelines. Effectively manage channel partner expectations & improve the quality of Relationship Management to build a mutually benefiting model. Key responsibilities of the job holder are: Business Development | Execution – Implementation of Sales & Customer Retention Strategies | Relationship Management. The said role requires the Job Holder to balance Customer Servicing activity along with Sales Acquisition, while ensuring, the necessary growth as per AOP coupled with Highest Persistency.

## III. Key Responsibility Areas

#	Key Result Areas	Activities
1	<b>Impact on the Business / Function</b>	<ul style="list-style-type: none"> <li>To achieve BDO wise targets.(New &amp; Customer Retention)</li> <li>To achieve desired Agent/ partner Activation targets.</li> <li>To create a healthy Product Mix with traditional &gt;50%</li> <li>To create a healthy pool of lead generators across defense territory</li> </ul>
2	<b>Customers / Stakeholders</b>	<ul style="list-style-type: none"> <li>Provide support to agents and lead generators at the ground level. Make joint Field calls and motivate them to achieve targets.</li> <li>Provide support and training for timely Submission, Pendency, and Issuance management.</li> <li>Conceptualize and implement local business development initiatives for lead generation and focused sales.</li> <li>Provide key inputs on business health to agent partners and agree on tactical initiatives to increase lead generators &amp; their contribution.</li> </ul>
3	<b>Leadership &amp; Teamwork</b>	<ul style="list-style-type: none"> <li>Liaise with colleagues across the country to imbibe best practices</li> </ul>
4	<b>Operational Effectiveness &amp; Control</b>	<ul style="list-style-type: none"> <li>Manage Persistency at 85%</li> <li>Ensure timely submission of applications at HUB locations</li> <li>Manage FTRs within 2% and thereby reduce Issuance TATs</li> </ul>

#### IV. Key Performance Indicators

<b>Financial</b>	<ul style="list-style-type: none"> <li>• Achieve new business premium as per AOP targets rolled out by Sales and defined SFM</li> <li>• Achieve Traditional Product Mix target</li> <li>• Achieve Customer Retention targets for the portfolio.</li> <li>• Achieve targets as prescribed for individual BDO/ self target</li> <li>• Ensure timely PIR reporting and NIL PIR pending</li> </ul>
<b>Customer</b>	<ul style="list-style-type: none"> <li>• Ensure Customer Complaints &lt;=1% of book</li> <li>• Achieve defined metrics as per Sales Force Management process/guidelines</li> </ul>
<b>Process</b>	<ul style="list-style-type: none"> <li>• Ensure FTR at defined percentage.</li> <li>• Ensure Customer Retention at defined percentage</li> </ul>

#### V. Major Challenges

- Drive consistent business across assigned territory both New & Customer Retention premium.
- Manage multiple agent /lead generators relationships with maturity and without neglecting any particular area.

#### VI. Role Context

The job-holder will need to engage with agent and business partners and other key stakeholders to drive Insurance sales through a combination of Coaching, Training, Field Sales support, and Business Development activities.

#### VII. Management & Leadership of Regulatory, Compliance & Operational Risk

Report any operational risk or operational risk loss to the line manager and the Risk & Control team immediately if the jobholder becomes aware of emerging or inadequately controlled operational risk or identify an operational risk loss in accordance with Company's Risk policy.

#### VIII. Observation of Internal Controls

Maintain and observe Company's internal control standards, implement and observe the Company's Compliance Policy, including the timely implementation of recommendations made by internal/external auditors and external regulators. Foster a compliance culture and implement the Compliance Policy by managing compliance risk and optimising relations with regulators

**Disclaimer:**

- The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job.
- Management may, at its discretion, assign or reassign duties and responsibilities to this job at any time.
- “The duties and responsibilities in this job description may be subject to change at any time due to reasonable accommodation or other reasons.”