

Job Title:	Sales Officer
Department:	Sales & Distribution
Job Objective:	Sales and marketing of all Company products
Reporting relationship:	Reports to Team Leads.

Job Responsibilities

Business Development

- Constantly exchanging ideas with Supervisor/colleagues to improve existing products
- Introduction of new ideas to improve existing products

Core Marketing

- Day-to-day distribution of all products of the firm
- Ensures up-to-speed understanding of the products
- Reaching out to High Net-worth Individuals and Institutional Investors
- Actively making use of electronic mediums and referrals to sell these products
- Issuing out proposals and introduction letters to prospects
- Continuously providing market feedback
- Proposal writing and presentations
- Cross-selling of products across the firm.

Relationship Management

- Cultivating and maintaining sound business relationship with all key stakeholders
- Ensuring that client mandates are executed timely
- Utilizing the feedback mechanism in place for effective relationship management
- Proper documentation of all accounts opened
- Bringing clients queries to the attention of CSO/Customer care

Key Performance Indicators

- Quick turnaround time on transactions and excellent generation of internal and external reports
- Number of stock-broking accounts opened
- Volume of Cedar Note generation
- Volume of Pillar Note generation
- Volume of Discretionary/Non-discretionary Portfolio accounts generation
- **Number of clients cross-sold within the organization**

Competence Requirements (Generic & Core Skills)

- Self starter
- Analytical thinking and Results orientation
- Pro-activity
- Good Interpersonal Skills
- Ability to work with team and playing different roles at different times
- Relationship Management
- Knowledge of Investment banking products (added advantage)

Specification/ Qualification and Experience

- Good University degree (with minimum of 2:2) in any discipline. A degree in any of the Social Sciences may be an added advantage.
- At least 1-3 years experience in an Asset Management or Investment Banking firm, working largely on the sell side