

**Department** Retail Sales  
**Function** Agency Channel

### **Job Summary**

- Enable achievement of key business outcomes
- Build a quality Agency by focusing on quality of hire and skilling
- Ensure adherence to all statutory and compliance requirements

### **Key Responsibilities**

#### **a. Achievement of Business Plans**

- Ability to manage all the parameters of their business;
- Recruitment
- Activation
- Premium Collection
- Case Rate and Case count
- Persistency
- Ensure that the Agents are engaged, motivated and productive by forging a strong relationship
- Ensure that Agents are constantly inducted, activated and productive
- Drive the incentive schemes to ensure that the Agents income exceeds benchmark
- Drive the R&R schemes floated by HO, ZO and branch
- Support the Agents in liaison with the HO for addressing their requirements/ concerns
- Being fully compliant to all the norms laid down by the regulators and the company
- Manage channel conflicts in the team
- To achieve product wise targets & profitability
- Understand the Agents business in depth and seek opportunities for business development and revenue generation

#### **b. Team Building**

- Goal setting of all Agents in the team
- Regular and periodic review, monitoring and mentoring of all the relationship they are managing to ensure that they are on track to achieve their goals
- Regular Field observation and Demonstration with the agency force
- Regular Agent visit
- New GWP
- Renewal GWP
- Renewal no. of cases
- Active agents and PA
- New Agents Hiring
- Audit findings

### **Education Experience**

- Graduation/ Post Graduation in any discipline from a recognized educational institute.