

Sales specialist role with GIC Housing Finance

GIC Housing Finance has been one of the strongest names in the housing finance industry with a strong promoter branch that includes GIC Re, New India Assurance, The National Insurance Co., The Oriental Insurance Co. and United India Insurance. It was founded in 1989 and provides individual housing loans to the middle to low income group in Tier 2 and 3 cities, primarily lending to salaried customers.

The company has built a reasonable portfolio and profitability over the years. The management has set bold ambitions to exponentially grow its asset book over the next five years while creating significant value for its stakeholders. The company is committed to investing the necessary resources to achieve their stated ambitions. They have already engaged a leading management consulting firm to support them in this transformation journey.

About the role

Sales is currently headed by a Senior Vice President and directly controls the 70+ branch network of the company. Given the growth aspirations, the company is looking to onboard a Sales specialist to accelerate the sales engine. The specialist will have an opportunity to revamp the sales structure and setup that would drive future growth for the company. She/ He will also have an opportunity to setup and recruit a dedicated team to set up the organization policies and processes. This role will involve working directly with the MD and Senior Vice President and deal with all aspects of the company's sales operations across the country. This is a unique green-field opportunity to build the business and leave a legacy.

Job description:

New business acquisition

- End-to-end sales responsibility for pan-India growth in Home Loan and LAP portfolio including driving AUM, disbursements, and yields while maintaining asset quality
- Setting up and building the parent company' agency network for successful cross selling
- Identifying new business opportunities in terms of products, geographies, and customer segments, and implementing the strategic and operational plans designed by the company
- Build & fortify sales team, plan distribution strategy, and strengthen presence in key target markets
- Strategically plan, develop and build strategic tie-ups with various interest groups such as developers, corporates, demand aggregators etc.
- Drive team productivity to industry best and ensure that team targets are met

Strategy and execution

- Analyze and review the market trends/ competitor activities to capitalize on opportunities
- Build and execute action plans for go-to-market strategy
- Design and develop products and pricing strategy to win in the market and evolve to market changes
- Provide inputs to product development teams and marketing teams for negating any adverse market trends
- Establish suitable review and monitoring cadence with sales teams and branches
- Design and implement appropriate incentive and recognition structures for sales team and DSA partners

People and leadership

- Lead the company' branch network and team to turbo-charge the sales growth across key segments
- Setup and build a dedicated direct sales team to accelerate individual and strategic tie-ups
- Setup all aspects of the sales org. including target setting, performance measurement, KPIs and KRAs, incentives and recognition etc.

- Groom next generation of sales managers for building a growing and sustainable sales organization

Requirement and experience

- Relevant Experience (10+ yrs) of Sales (in Home Loans, LAP, Builder Funding etc.) from Banks/ NBFC /Financial Institutions – someone who has held senior sales roles
- Strong work ethic driven towards success and has a passion for growing and developing organizations
- An inspirational leader who motivates others with a hands-on style and lead by example to achieve early successes, and bring positive momentum
- Thrives in fast paced agile environment and able to bring clarity to ambiguous situations
- Should have handled large sales team directly and indirectly
- Good reputation and network within the NBFC/lending industry.