



BFCBHRJ - 162 – BUSINESS DEVELOPMENT OFFICER II (Sri Lankan Corridor) | Retail Sales | Bahrain

About the role:

Business Development Officer II is responsible for the performance and development of the transactional growth for the respective corridor. He would also prepare action plans for effective search of business leads and prospects. Maintain excellent relationship with existing customers to retain them. Understand customer needs, expectations and service levels.

Your Responsibilities:

- Responsible for retaining and developing new business for a specific target corridor market.
- Responsible for attaining established individual, department and organization goals through active participation in sales management and event call programs.
- Proactively develop new business leads and business prospects.
- Initiates and coordinates development of action plans to penetrate new marketing opportunities within and around the branch network.
- Achieve profitability objectives as per given targets and monthly budgets.
- Work closely with the branches and Zonal Managers.
- Continual monitoring and analyzing competitor products, services, offers and activities, as well as detailed understanding of market trends.

Customer Focus:

- Ensure that excellent customer relationships are built and maintained within the community.
- Maintain excellent relationships with existing customers and find ways and means to retain them.
- Spend time in branches meeting the customers and listening to their feedback and assisting with advice on their transactions.
- Take the lead in resolving customer complaints and issues and show the other staff how customer service should be defined.
- Visit local businesses with the Department Head to encourage new customers to come to the branch.
- Ensure all feedback from the customers is given to the Department Head.
- Identify ways of improving corridor performance.

Operational Excellence:

- Ensure full controls are in place to maintain proper and appropriate conduct of business practices by fully implementing the procedures, policies, and control processes.
- Where issues are identified with policies and procedures, comments should be fed up with the Department Head with suggested amendments.
- Ensure day-to-day compliance with the Company's own internal AML policies and procedures.
- Training branch staff in products and services to enhance service levels.



Relationship Management:

- Manage relationships with key internal and external people. Maintain excellent relationships with all Departments or Functions to ensure that all improvement opportunities are identified and implemented in an efficient and effective manner.
- Contribute to an environment of teamwork within the sales unit.

About You:

- A University Graduate with a minimum of 5 years of work experience with at least 2 years' experience in any Sales/Customer service/ Marketing related company.

Other skills required for the job:

- Language: Excellent verbal and written communication in Sinhala and English.
- Strong customer service and relationship management skills.
- Ability to work with MS office package (Word, Excel, Power point & outlook).
- Well presented with good work ethics.
- Bahrain Driving license compulsory.