



Growth is a mindset. Ready to nurture yours?

Seylan Bank, one of the most progressive banks in the country, is seeking a competent and forward thinking person to fill the following vacancy. This is your opportunity to join our dynamic team and move towards your career goals.

SME Business Development Officer (Gampaha, Kurunegala, Batticaloa, Kandy, Rathnapura)

Job Responsibilities

- Identify and understand different customer segments, scout local markets to build up new to bank SME business relationships and canvass new business from prospective customers.
- Appropriately map and provide relevant and suitable financial products and services to meet the needs of prospective customers and introduced customers.
- Maintain close relationship with customers through regular engagement (calls,visits,etc) - maintain account plan for structured engagement.
- Look at cross-selling and increase the share of wallet of introduced SME clients.
- Coordinate with branch staff in the area and other Head Office Department in conducting business/marketing campaigns, in building healthy sales pipelines to ensure key performance indicators are being met.
- Successful conversion of the business leads shared by head office.
- Coordinate with branch staff and SME Hub in the area to ensure seamless process of credit facilities and delivery of supreme customer experience.
- Understand and identify key market needs, customer behavior and give insights to support new and existing product development at Head Office-SME.
- To build the image of the bank in the area and ensure it is consistently maintained.

The Person

- Minimum 2 - 3 years of experience in Banking or Financial Institution with exposure to Marketing and Sales.
- On the job experience in canvassing and selling Banking solutions will be an added advantage.
- Candidates from Non Banking Financial Institutions also preferred.
- Full or part qualification in marketing will be considered as a plus.
- Smart, intelligent and with a pleasing personality.
- Good Communication and inter-personal skills.
- Ability to build and maintain lasting relationships with clients and stakeholders to drive trust, growth and success in the SME market.
- Ability to work under pressure.

Please note that employment may be offered on a Fixed Term Contract/ Permanent cadre, based on the applicant’s profile.

If you fulfill the above criteria, we invite you to email your CV along with a recently taken photograph to careers@seylan.lk within 7 days of this advertisement.

Only the shortlisted candidates will be contacted by Seylan HR