











1. PURPOSE OF JOB:

The purpose of this job is to generate revenue for the Bank by selling the company products and services to existing customers and potential customers within the territory and target assigned.

2. PRINCIPLE ACOUNTABILITIES:

SALES PROMOTION:

- · Promote and extend sales of personal products to the defined market segment by cross selling and as per the target assigned.
- · Provide accurate information to the customers on Bank's existing and new products.
- Acquisition of current and savings accounts via telephone calls and in-person visits and presentations to existing and potential customers.

BRAND IMAGE:

- · Improve the visibility of the products.
- · Build long term relationship with existing referrals and potential referrals.

3. SKILLS AND COMPETENCES:

- · Minimum of Diploma qualification in any field.
- · Knowledge on Banking products.
- At least 1 year banking experience preferably in sales or product promotion.
- Proven success track record for 1 year.





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