

<b>Business:</b>	Personal Financial Service	<b>Role Profile Date:</b>	07/09/2010
<b>Role Title</b>	Sales Agent		
<b>Role Purpose</b>			
<ul style="list-style-type: none"> <li>• Source, identify and acquire new business through direct sales outside of branches – presentations, customer meetings, networking, etc.</li> <li>• Make quality sales referrals ensuring strict compliance with HSBC internal sales and service procedures</li> <li>• Co-operate with Bank’s other units to get maximum value from referrals</li> </ul>			
<b>Principal Accountabilities</b>			
<ul style="list-style-type: none"> <li>• Attract new business focusing on high value customers and priority products</li> <li>• Promote cross-sales of HSBC products and channels</li> <li>• Ensure high quality customer service in line with HSBC standards</li> <li>• Ensure strict compliance with all internal sales/audit/compliance procedures and guidelines</li> <li>• Become a good team member of PFS Sales Team, to ensure maximum results are achieved from adopted strategy</li> </ul>			
<b>Knowledge &amp; Experience / Qualifications</b>			
<ul style="list-style-type: none"> <li>• University degree</li> <li>• At least one year professional experience in a related field, with good connections/network</li> <li>• Sound and proven sales skills</li> <li>• Good understanding of Sales Principles</li> <li>• Proven ability in identifying opportunities, approaching customer and establishing needs</li> <li>• Excellent presentation skills</li> <li>• Excellent knowledge of Armenian, English and Russian languages</li> <li>• Excellent Communication and Negotiation skills</li> <li>• Banking experience is a plus but not mandatory</li> <li>• Ability to work independently in a competitive environment</li> <li>• Result-oriented and stress-resistant</li> <li>• Advanced computer skills: experience in working with PowerPoint</li> </ul>			