

Deputy Customer Relationship Manager – Aditya Birla Sun Life Insurance

Business Description

Aditya Birla Sun Life Insurance Company Limited (“ABSLI”) is a part of Aditya Birla Capital Ltd (“ABCL”). ABSLI was incorporated on August 4th, 2000, and commenced operations on January 17th, 2001. ABSLI is a 51:49 a joint venture between the Aditya Birla Group and Sun Life Financial Inc., an international financial services organization in Canada.

ABSLI offers a range of products across the customer’s life cycle, including children future plans, wealth protection plans, retirement and pension solutions, health plans, traditional term plans and Unit Linked Insurance Plans (“ULIPS”).

As of Sep 30th, 2023, total AUM of ABSLI stood at Rs.76,994 crore (19% increase YOY). ABSLI recorded a gross premium income of Rs.6,827 Crore in H1 FY24 and registering a y-o-y growth of 7% in Gross Premium with YTD Individual Business FYP with Single Premium at 10% at Rs 1,194 Crore. ABSLI has a nationwide distribution presence through 360+ branches, 11 bancassurance partners, 6 distribution channels, over 54000+ direct selling agents, other Corporate Agents and Brokers and through its website. The company has over 21,000 employees and 19.3 lakh active customers.

Job Description

- **Employees are ON ROLLS of Aditya Birla Sun Life Insurance.**
- Convert company-provided leads and natural market leads through field visits & need-based selling to achieve Premium and NOP targets while ensuring compliance and customer satisfaction
- Work on company-generated leads and natural market leads, conduct timely outreach, schedule field visits, and drive conversions.
- Conduct need-analysis, present suitable solutions, handle objections, and close insurance sales.
- Achieve monthly Premium & NOP targets; maintain a healthy funnel & daily sales activity discipline.
- Complete KYC, proposal forms, financial proofs; coordinate with underwriting & operations for smooth issuance.
- Provide pre- and post-sales support, resolve queries, and drive policy renewals & persistency.
- Adhere to IRDAI regulations, company ethics, mandatory training, and avoid any form of mis selling.
- Update CRM systems with call logs, visit reports, lead disposition, and sales progress.
- Stay updated on product knowledge, competitor offerings, customer preferences, and industry changes.

Skills & Competencies:

- Sales Skills: Prospecting, pitching, negotiation, closing & objection handling
- Customer Handling: Relationship-building, service orientation, communication skills
- Technical Skills: Basic financial understanding, product knowledge, ability to use CRM/mobile apps
- Behavioural Traits: Integrity, discipline, resilience, target orientation, field ownership

Eligibility Criteria

- Graduate with relevant sales experience acceptable
- 0–4+ years in direct sales (Insurance/BFSI/Telecom/Retail preferred)
- Proficiency in the local language is required
- Must be comfortable with daily field travel & customer visits
- Proficiency in the local language is required
- A two-wheeler with a valid driving license is mandatory for daily field travel
- Ability to convince and influence potential customers

Why Aditya Birla Sun Life Insurance

Ideal Career Progression

- Join 4 Positions **Above** Entry Level
- Goal sheet period for all designations is 12 months.
- Between DSM (DCRM) & SPMG you have an opportunity to climb 4 levels in stipulated timelines

