

Strengthen your career prospects with CBC Finance Limited...

CBC Finance Ltd is a fully owned Subsidiary of Commercial Bank of Ceylon PLC, operating with 10 Branches, delivering a wide range of financial services providing excellent and personalized customer service.

With the strong backing of the Commercial Bank of Ceylon PLC, the company proposes to expand and diversify its activities within the country and we invite applications from candidates who are confident of meeting our expectations.

Marketing Officers (Vavuniya, Trincomalee & Baticaloa)

Applicant's Profile

- Passed GCE O/L with two credit passes for both Math and English.
- Proven track record in sales and marketing financial products.
- Age below 35 Years.
- Determination and drive to seek new business and meet or exceed targets.
- Excellent communication skills
- Interpersonal skills for building and developing relationships with clients.
- IT skills, including the use of spreadsheets.
- A flexible approach to work with the ability to adapt to a fast-paced, ever-changing environment.

Job Profile / Main Responsibilities

- Generate leads and call prospective customers.
- Meet with customers/clients face to face or over the phone.
- Foster and develop relationships with retail clients.
- Understand the retail customers' needs and be able to respond effectively with a plan of how to meet these.
- Discuss promotional strategy and activities with the Head of Sales and Marketing.
- Help to plan sales campaigns.
- Create a sales pipeline.
- Increase sales volumes of the business.

The successful candidate will be provided with an attractive remuneration package, including fringe benefits, commensurate with benchmarked financial institutions.

Applicants with all relevant information should be submitted to reach the under – mentioned within 14 days of this advertisement with the post applied for, marked on the top left corner of the envelope via post or by an email.

Head of Human Resources & Operations,

CBC Finance Limited,

No.187, Katugastota Road, Kandy.

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A Fully Owned Subsidiary of Commercial Bank of Ceylon PLC