



## **Job Description for Acquisition (Liabilities) Vertical for various roles**

### **Job Description for roles mentioned below:**

- Sales Executive - Acquisition (Liabilities)
- Senior Sales Executive - Acquisition (Liabilities)
- Acquisition Manager - Acquisition (Liabilities)

### **Department**

Retail Banking.

### **Reporting To**

Area Sales Manager

### **Location**

Mumbai / Pune

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### **Job Purpose**

Acquire new customers for Saraswat Bank by sourcing CASA (Savings & Current Accounts) and cross-selling liability products, while delivering superior customer service and achieving assigned business targets.

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### **Key Responsibilities**

- Acquire new CASA customers through field sales and relationship building.
- Generate leads through market visits, referrals and local business engagement.
- Cross-sell liability products including Fixed Deposits, Recurring Deposits and other retail banking solutions.
- Achieve monthly acquisition and revenue targets.
- Ensure end-to-end customer onboarding with complete KYC compliance.
- Build and maintain strong customer relationships to enhance retention and referrals.
- Coordinate with branch teams for seamless account opening and customer servicing.
- Maintain daily sales reports, lead pipeline and market intelligence.

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### **Educational Qualification**

- Graduate in any discipline.
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## **Experience & Eligibility**

- Acquisition Manager - 3–5 years of relevant experience with expertise in Current Account (CA).
  - Senior Sales Executive - 2–3 years of relevant experience in Banking, Financial Services or Sales.
  - Sales Executive - Fresh graduates with a strong sales aptitude may also be considered.
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## **Key Skills**

- Strong communication and interpersonal skills.
- Sales and negotiation ability.
- Customer-centric approach.
- Good knowledge of the local market.
- Result-oriented with effective time management.