

First Advantage

Terms and Conditions

Dear Candidate,

You have been offered the position of Sales Development Manager as per the detailed terms and condition mentioned in the conditional offer letter as well as mentioned below. As a part of First Advantage, you will have to undergo a comprehensive training for 1 month. After successful completion the training, you will be employed with HDFC life as an Employee.

Please go through the below mentioned terms & conditions and give your acceptance for the same.

Offer & Enrollment Phase

- ☐ Security fee has to be submitted within 10 days of offer issuance
- ☐ Security fee is Rs. 5000/-
- ☐ The payment mode of the security fee has to be paid in DD favoring "HDFC Standard Life Insurance Company Limited", payable at Mumbai.
- ☐ No cash/Cheque/Bank Deposit Slip will be accepted
- ☐ If any candidate does not join the training for any reason the fee will not be refunded.
- ☐ The fees will be refundable only if the candidate fails(3 attempts) to clear Classroom Training assessment or after the candidate comes on board.

Training Phase

- ☐ The candidate has to join the training program on the training dates that are already pre-scheduled by the Regional HR for the respective regions.
- ☐ Candidate will be informed about the training start date during their campus recruitments. If the candidate does not join the batch, company will not be responsible for the same and the security deposit will be not be refunded. The candidate may join other training batches at any other location at his/her own cost. If no training batch available, the security deposit will not be refunded.
- ☐ Assessment will be conducted at the end of Class Room Training.
- ☐ No candidate will be allowed to enter into the next phase without clearing the Final Assessment
- ☐ Each candidate will be allowed a maximum of three attempts within 1 month, to clear the Assessment
- ☐ Absenteeism for even a single day will not be allowed. The candidate will have to be present for all the days of the entire training programme. .In case a candidate is absent he / she will have to discontinue the current batch on immediate basis and will have to undergo the entire training program from day-1.
- ☐ In case of candidate's unwillingness to undergo repeated training or if no training batch is available, security deposit will not be refunded
- ☐ HDFC Life holds the right to cancel your candidature at any point of time in case of violation of rules/policies. HDFC Life holds the right to alter the terms and conditions, of the aforesaid conditional offer letter without prior notice.

On-boarding Process

- ☐ Candidates have to join on completion of the entire training programme & necessary assessments.
- ☐ Any Graduation final year candidate may come on-board, with a self declaration of clearing the final examination.
- ☐ If final result is not submitted within 3 months of joining, candidate will have to adhere to company's rules & regulations

Wishing you all the very best and expecting a long term career with HDFC Life

Thank you
HDFC Standard Life Insurance Company Limited

I have read the above mentioned terms and conditions and related to First Advantage program, initiated by HDFC Life. I hereby declare to abide by the same and to follow all the policies mentioned.

Signature:

Name:

Date:

Annexure

Job Description of a Sales Development Manager

Department: Agency Sales

Reporting to: Circle Manager / Associate Circle Head

Job Specification:

Education : Any Graduate / Post Graduate

Overall purpose of the Job: To recruit, train & create high performing FCs to achieve sales targets.

Key Responsibilities:-

1) Build high-performing agency distribution network:

- Build a high-performing team of FC by the end of 12 month period:
 - 0-3 months: Develop the industry knowledge, product knowledge, and selling skills required to be a value-added resource to financial consultants
 - 4-12 months: Build a team of FCs by recruiting and licensing from the market, and maximize performance of the team:
 - Licensing: (Identification of potential FCs as per the company norms, arranging 50 hrs training towards FC licensing, coordinating with the agency team for procuring the FC license)
 - Engagement (Regular social visits to increase connectivity with HDFC, FC meets, communicate value proposition and incentive programs)
 - Direct support (Conduct demand generation events to help create leads for the FC, provide coaching and guidance during sales calls, assistance in closure of cases)
 - Performance management (Setting the goals, conducting periodic reviews, coaching)

Trainings (Organizing periodic FC training on Products and DISHA, Conducting training programs for FC to build and enhance their knowledge on Insurance sector and competition)

2) Achieve sales targets:

- Achieve monthly and annual productivity and distribution development targets first through direct selling in the market (0-3 months), and then by building and activating the FC team (4+ months) – achieve targets by:
 - a. Generating leads and prospects with the FC team (through direct demand generation events in the market, organizing meets for potential clients, working to tap the FC's personal network, and collecting referrals)
 - b. Client sales closure (supporting FCs by acting as representative of HDFC Life, providing product and sales expertise)
 - c. Conversion of business (ensure completion of all documentation and medical requirement to convert business.

3) Develop healthy sales process to build a consistent distribution base:

- Develop consistent and effective sales habits
 - a. Regular daily activities (Attendance at morning huddles to coordinate sales activities with rest of team, attendance at weekly reviews with the direct manager to receive coaching and feedback, completion of required daily and weekly calls and entering the calls into Sales Management system)
 - b. Systematic sales process (Detailed planning of sales activities, creating and following-up on leads in a systematic manner, recording information in a meticulous manner)
 - c. Consistent FC team creation and activation (Continually and systematically recruiting, licensing, and activation of FCs via the levers described above – in order to expand the team on an ongoing basis)
 - d. Ensure the high quality and high persistency of business generated by the team, to protect the interests of the client and the company
 - e. Uphold high organizational values in every action – and ensure business ethics and integrity