

## ABOUT BFL BRED Group

Born as a partnership between BRED a French bank and BCEL, Banque Franco-Lao (BRED Group) identity combines a French flavor and a local presence. BRED Group was created as a cooperative bank by entrepreneurs in 1919, and kept this entrepreneurship spirit since its creation along with a strong community involvement and promotion of new initiatives.

Innovation in the banking sector has become a key, not only in terms of digital solutions, but also through the advice that we propose to our customers. What we want to put at the heart of our action is a better understanding of our customer's projects, in order to build proximity and strong partnership with our customers, through dedicated Personal Bankers, reactivity to their questions and tailor-made solutions.

# Senior Sales Executive – Retail Banking

(Lao National based in Vientiane)

## KEY RESPONSIBILITIES

- Execute marketing plans to achieve assigned business targets.
- Expand the retail customer base by upselling and cross-selling.
- Approach new customers to establish relationships to sell products and services.
- Prepare credit proposals and related analytical support including handling post approval work process to ensure speedy turnaround.
- Advise and process new account openings for clients in line with internal procedure (KYC).
- Provide quality customer service by consistently demonstrating a sincere interest and willingness to meet customer needs in a timely manner.
- Setup a calling program to contact potential new individual customers by using existing customers as a referral.
- Proactively identify and address areas of customer dissatisfaction, following up and resolving customer complaints quickly and efficiently.

## KEY REQUIREMENTS

- Qualification in Finance, Banking, Economics or related fields.
- At least 5 years of relevant experience in sales within banking or financial services.
- Experience in credit analysis and preparation of credit proposals.
- Strong business network or relationships/ experience dealing with local businesses/SMEs.
- Strong sense of commitment and accountability, possess a business focus mindset, self-motivated to deliver work of the highest standard.
- Strong analytical skills and knowledge of Financial Accounting.
- Excellent interpersonal and communication skills.
- Proficiency in English language and high level of computer literacy.

## STAFF BENEFITS

- Training and Development Opportunities
- Attractive Salary
- Annual Salary Review and Bonus
- Monthly Food Allowance
- Employee Health Insurance on top of Social Security Benefit
- Staff Loan Benefit at Low Interest Rate
- Personal Cash Advance upto 20% of your annual gross salary
- Foreign currencies exchange upto 100% of your annual gross salary
- Quarterly Budget for Team Building/Social Gathering

Apply now via email: [recruitment@bfl.la](mailto:recruitment@bfl.la)  
Closing date for applications is 12 May 2024