



Branch Sales Manager

Fleetwood Bank, Berks County's only community bank headquartered in Berks, is currently seeking an experienced & energetic **Branch Sales Manager** to join our growing team! As the Branch Sales Manager, you will be responsible for daily management of the branch; leading all facets of sales, service and operations of the branch. The ideal candidate will lead the branch team by providing exceptional customer service while achieving budgeted sales goals, acquiring new consumer and business customer relationships, initiating referrals to partners, and deepening all existing customer relationships.

Responsibilities include, but are not limited to:

- Managing the overall and day-to-day operations of the branch; adhering to all operational, security, risk and regulatory related policies and procedures.
- Foster a customer centric culture within the branch and providing customers with a memorable experience. Coach and develop the team to meet and exceed customers' expectations by uncovering needs, as well as provide problem resolution.
- Lead the referral process by deepening customer relationships and engaging our multitude of bank partners. Build strong partnerships through clear and effective communication.
- Integrate use of available tools and technology to improve sales presentation, performance, and productivity to achieve branch financial targets.
- Maintain, educate and build colleague confidence through knowledge of all products, services, technology and policies/procedures.
- Active involvement in the community as well as community/bank events. Develop and maintain key business and community relationships.
- Analyze branch sales, service, operations and financial performance.
- Demonstrates strong acumen in consumer and business banking and lending, sales leadership, customer service, process management, time management, prioritization skills, coaching and colleague development, communication and presentation skills.

Qualifications:

- HS diploma or equivalent, Bachelor's degree preferred
- At least 2 years of proven experience in a retail banking environment
- Prior management experience in a retail environment
- Excellent verbal, written, & presentation skills
- Ability to develop and inspire branch sales staff