

Job Description – Territory Coordinator

Position: Territory Coordinator

Location: 560102, 560103, 562125, 560035

Industry: Courier, Cargo & Logistics

Salary Range: upto ₹4.8 LPA

Incentives & Benefits:

- **Appraisal:** Based on achieving the **territory sales target**.
- **Commission:** 5% on each new sale's billing amount for the first **3 months**.

Role Overview:

The **Territory Coordinator** is responsible for ensuring operational efficiency across branches through regular visits while also driving sales growth by generating and closing leads. The role requires strong coordination, process monitoring, and a proactive approach to improving branch performance and customer retention.

Key Responsibilities:

1. Branch Operations & Compliance Monitoring

- Conduct regular branch visits to assess compliance with company guidelines and operational standards.
- Ensure branch opening and closing timings are followed.
- Monitor housekeeping standards and ensure all staff adhere to the company dress code.
- Verify load receiving times and track documents (DOX) and non-documents (NON-DOX) received daily.
- Ensure real-time mobile app usage by field staff for shipment status updates, including TTS updates, DRS, and POD image uploads.
- Ensure premium consignments are delivered on time with proper TTS updates.
- Track Google ratings of each branch and implement strategies for customer satisfaction improvement.
- Monitor delivery efficiency, including timings of first and last deliveries, delivery percentage, and misroute occurrences.
- Reduce holding percentages and pending shipments through timely follow-ups.
- Ensure daily tallying of consignments and report discrepancies for rectification.
- Verify that accounting copies are checked and sent on the same day.
- Monitor system booking adherence (target 100%).
- Ensure collection percentage is above 90% and report on outstanding/pending payments.
- Ensure customer database is maintained properly, including non-existing customers.
- Confirm that customer signatures are taken for all cash bookings and that rate revision processes are completed on time.
- Oversee attendance records, biodata files, and payment ledgers to ensure proper maintenance.
- Identify **territory** requirements such as office infrastructure, manpower, or branding improvements and escalate them accordingly.

2. Sales & Lead Generation

- Identify potential customers and generate new business leads through branch visits, cold calls, and customer interactions.
- Follow up regularly on leads to ensure timely closure and conversion into active customers.
- Work with the **branch incharges** to upsell and cross-sell services to existing customers.
- Focus on retaining existing customers and addressing their concerns to prevent business loss.
- Analyze customer feedback and service performance to identify areas for improvement and expansion.
- Track and report lead conversion rates, customer acquisitions, and revenue growth.

Performance Indicators:

- **Territory Compliance & Operational Efficiency** – Improved TTS updates, POD uploads, and real-time mobile app usage by staff.
- **Sales Growth** – Increase in lead conversions and revenue generation.
- **Customer Retention** – Reduction in business dropouts and improved service quality.
- **Process Optimization** – Reduction in misroutes, pending shipments, and holding percentages.

Qualifications & Skills:

- Bachelor's degree in Business Administration, Logistics, or a related field.
- Experience in Courier, Cargo & Logistics Industry
- Overall experience of more than **5 years, including 3+ years** in a team leader role in branch operations, sales, logistics, or courier services.
- Strong knowledge of **territory** operations, delivery procedures, and customer service.
- Excellent communication, analytical, and problem-solving skills.
- Ability to travel frequently and manage multiple branch locations.

Expectations:

The **Territory Coordinator** will play a critical role in driving operational excellence and sales growth. By monitoring **territory** performance, ensuring compliance, and actively generating new business, the role will directly contribute to service quality, customer satisfaction, and revenue expansion.

