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| **Role** | **Business Relationship Manager – Shipper** |
| **Reporting To** | **Cluster Head - Shipper** |
| **Division/Business** | **Demand/Gro** |
| **Location** | **Respective City /Town** |
| **Role Overview and Ownership Areas** | |
| Field Executive – Shipper will be primarily responsible for onboarding and retention of MSME shippers onto the Transport Exchange platform for both their Market and Contract load needs. Key ownership area for a Field Executive – Shipper will be to build strong foundation/shipper base (referenceable clients) that can be leveraged to further expand and quickly penetrate into the local market. | |
| **Key Responsibility Areas** | |
| * **Business Development & Revenue Generation**   + Managing all aspects of lead management including lead generation, meeting and qualifying leads as part of sales process   + Planning and achieving spoke location specific business and revenue target in-terms of shipper/broker sign-ups for services and subscriptions   + Ensuring sales/platform registration targets are met * **Account Management**   + Leading the revenue maximization efforts through upsell and cross sell * **Shipper Retention**   + Responsible for assessing, clarifying and validating shipper needs on a regular basis   + Responsible for outstanding shipper experience in terms of seamless on-boarding, efficient processes & systems and hi-quality services   + Responsible for shipper retention through customised/new/value added services   + Conducting Proof of Concept and pilots for potential clients and hand-holding during the pilot run   + Serve as shipper’s SPOC for any escalation and resolve such issues by working closely with other internal teams such as Product, Operations, and Contact Centre teams respectively. | |
| **Key Performance Indicators** | |
| * Incremental No. of Micro Shippers to be acquired each month: 4 * Incremental No. of Small Shippers to be acquired each month: 2 * Incremental No. of Medium Shippers to be acquired each quarter: 1 * Incremental Revenue per Micro Shipper per Month: Rs. 30000/- * Incremental Revenue per Small Shipper per Month: Rs. 2,50,000/- * Incremental Revenue per Medium Shipper per Month: Rs. 10,00,000/- * Retention %: 100% * Shipper NPS: 9+/10 * Onboard 2 brokers per month (2021 – 2022) | |
| **Preferred Qualifications** | |
| * MBA from Tier 3 B school with 1-2 years of field/marketing/pre-sales/sales/operations experience preferably in the logistics industry OR * 2-3 years of logistics/supply chain industry experience with new-age/traditional firms such Blackbuck, Rivigo, Fr8, Freight Tiger, Gati, VRL, TVSSCS, Mahindra Logistics, Delhivery, Safexpress, etc. with sales and operations background * Excellent communication skills (English, Hindi, and Local language) * Good analytical, critical/logical reasoning skills * Comfortable with handling/analysing data (Ability to analyse, interpret data) * Proactive, Self-Starter, ability to work independently with minimal guidance * Willingness to travel extensively within the state/region * Local candidates (Domicile Requirement) with good understanding of the local geography, culture, market characteristics/traits | |

**Job Description** 