

## **Module 4: Branch Sales**

### **Etiquettes for Walk-in Customers**

#### **A. Personal Grooming Standards**

- Clean uniform & ID card
- Proper hygiene
- Polite body language
- Maintain eye contact
- Smile while greeting

#### **B. Communication Etiquette**

- Greet customer within 10 seconds
- Use respectful words (Sir/Madam)
- Listen without interrupting
- Avoid arguments
- Maintain positive tone

#### **C. Professional Conduct**

- No personal phone use during interaction
  - Provide accurate information
  - Maintain confidentiality
  - Thank customer after service
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## **Assessing Customer Queries for Sales Support**

### **A. Types of Queries**

- Rate enquiry
- Delivery timeline
- Tracking status
- Service availability
- Packaging requirement
- Complaint/Delay

### **B. Steps to Assess**

1. Listen carefully
2. Clarify requirement

3. Check ERP/system
  4. Offer solution
  5. Confirm satisfaction
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## **Identifying Customer Needs**

### **A. Types of Customers**

- Individual (Retail)
- Small business
- Corporate
- E-commerce seller

### **B. Need Identification Questions**

- What is the destination?
- How urgent is delivery?
- What is the parcel weight?
- Is it fragile?
- Do you need insurance?

### **C. Matching Needs with Service**

- Urgent → Express
  - Economy → Surface
  - High value → Insured shipment
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## **Features & Benefits of Courier Products**

### **A. Domestic Express**

- Fast delivery (1–2 days)
- Door pickup
- Online tracking

### **B. Surface Service**

- Cost-effective
- Suitable for bulk

### **C. International Courier**

- Customs support

- Global network

#### **D. Value Added Services**

- Insurance
  - COD
  - SMS updates
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### **Timeline, Delivery & Specification Tracking**

#### **A. Timeline Tracking**

- Booking time
- Dispatch time
- Transit time
- Delivery time

#### **B. Specification Tracking**

- Weight
- Dimensions
- Fragile marking
- Special handling

#### **C. ERP Use**

- Track AWB
  - Delay alert
  - Exception reports
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### **Customer Query / Feedback Resolution Process**

#### **A. Complaint Handling Steps**

1. Record complaint in ERP
2. Provide complaint number
3. Coordinate with operations
4. Provide update within TAT
5. Close complaint after confirmation

#### **B. Resolution Techniques**

- Apologize sincerely

- Offer solution
  - Escalate if required
  - Follow up
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## **Daily Sales Report & Documentation**

### **A. Daily Sales Report Includes:**

- Total bookings
- Total revenue
- Service-wise breakup
- COD collection
- Outstanding follow-ups

### **B. Documents**

- Cash register
  - Invoice copies
  - Receipt book
  - Sales summary sheet
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## **Cash Handling Process**

### **A. Cash Collection**

- Issue receipt
- Count cash in front of customer
- Update in ERP

### **B. End-of-Day Process**

- Cash reconciliation
- Compare ERP report
- Prepare deposit slip
- Hand over to accounts

### **C. Risks & Controls**

- Avoid shortage/excess
- No unauthorized access
- CCTV monitoring