

Job Description Template for TERRITORY MANAGER

Job Title: Territory Manager

Industry: [Insert Industry – e.g., BFSI, ITeS, Healthcare, etc.]

Location: [Insert Location]

Salary Range: [Insert Salary]

Department: [Insert Department]

Work Hour Allocation: [Insert Details]

POSITION OVERVIEW

As a Territory Manager, you will be responsible for managing sales activities within a designated geographic area. This includes developing strategies to achieve business targets, maintaining client relationships, and leading field teams to drive revenue growth.

ABOUT THE ORGANIZATION

[Insert Industry-Specific Insights] [Customize this section with a company overview: mission, values, and relevance to the target industry such as BFSI, Healthcare, ITeS, etc. Highlight what sets the company apart.]

Level of Experience / Expertise Requirements

(Use as per requirement)

Entry Level (0–2 years): Assist in local customer acquisition, support sales data updates, and coordinate meetings.

Mid-Level (3–5 years): Independently manage assigned regions, monitor sales performance, and ensure market penetration.

Senior Level (6+ years): Lead regional teams, plan area expansion strategies, and oversee customer retention programs.

JOB PROFILE SPECIFIC QUALIFICATION

(Add more if required)

- Bachelor's degree in Business, Sales, or related field
- Experience in field sales or area management
- Familiarity with CRM tools and territory planning software

ROLES AND RESPONSIBILITIES

(Use as per level of expertise you require)

- Maintain client data, support territory coverage reports (Entry Level)
- Monitor distributor performance and product penetration (Mid-Level)
- Conduct client meetings and resolve field queries (Mid-Level)
- Track competitor activity and sales trends (Mid-Level)
- Implement area-specific strategies to achieve targets (Mid-Level)
- Lead recruitment and training of field executives (Senior Level)
- Evaluate team KPIs and suggest territory-level improvements (Senior Level)
- Collaborate with marketing and logistics for demand forecasting (Senior Level)

Skills Required (Technical + Behavioral):

- Strategic thinking and sales planning
- Field communication and negotiation
- Team management and coordination
- Customer engagement and retention
- Analytical and reporting abilities

ABOUT PMAPS

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