

ACKNOWLEDGMENT

Ministry of Labor and Skills wish to extend thanks and appreciation to the many representatives of TVET instructors and respective industry experts who donated their time and expertise to the development of this Teaching, Training and Learning Materials (TTLM).

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ACRONYMS

CAC	Customer Acquisition Cost
CLTV	Customer Lifetime Value
CRM	Customer Relationship Management
KPIs	Key Performance Indicators
SEO	Search Engine Optimization
SMART	Specific, Measurable, Achievable, Relevant, and Time-bound
SWOT	Strength, Weakness, Opportunity and Threat.

INTRODUCTION TO THE MODULE

In marketing field Analyze and Achieve Sales Targets helps to know analyze sales targets, determine factors affecting attainment of sales targets and Attain sales targets. under the marketing and sales management’s fields.

This module describes the performance outcomes, skills and knowledge required to the field .in addition to, designed to meet the industry requirement under the Analyze and Achieve Sales Targets occupational standard, particularly for the marketing and sales management

This module covers the units:

- Analyzing sales targets
- Factors affecting attainment of sales targets.
- Attaining sales targets

Learning Objective of the Module

- Develop Analyses sales targets
- Understand factors affecting attainment of sales targets.
- Maintain Attain sales targets

Learning Instructions

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Follow the instructions described below 3 to 5.
3. Read the information written in the “Information Sheets Try to understand what are being discussed. Ask you teacher for assistance if you have hard time understanding them.
4. Accomplish the “Self-check” given at the end of each information sheet
5. If you earned a satisfactory evaluation, proceed to next information sheet. However, if your rating is unsatisfactory, contact your teacher for further instructions.

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UNIT ONE: - ANALYSING SALES TARGETS

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Sales targets team
- Business policy and procedures
- Agreed parameters
- Sales targets Progress
- Factors supporting sales

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Confirm sales targets team
- Analyse sales targets policy and procedures
- Monitor sales targets parameters
- Monitor Sales targets Progress
- Determine factors supporting sales

1.1 SALES TARGETS TEAM

Analyzing sales targets is an important step in understanding how well your team is performing and identifying areas for improvement; continuously monitor and analyze your sales targets to ensure that you're on track and making informed decisions based on the data.

- Gather Sales Data

Start by gathering the relevant sales data for the period you want to analyze. This can include information such as total revenue, number of units sold, average order value, and customer acquisition cost. Having accurate and comprehensive data is crucial for meaningful analysis.

- Compare Actual vs. Target

Once you have the sales data, compare it to the sales targets that were set for your team. Identify whether you have achieved, exceeded, or fallen short of the targets. This comparison gives you a clear picture of how well you're performing against the set goals.

- Identify Deviations

Look for any significant deviations between the actual sales performance and the targets. For example, if you have consistently missed your monthly targets, it could indicate a need to adjust your strategies or allocate more resources

- Analyze Key Metrics

Dive deeper into the key metrics to gain insights into your team's performance. Calculate metrics such as conversion rates, average revenue per customer, or customer retention rates. These metrics can provide valuable information on how effective your sales strategies are and where improvements can be made.

- Segmentation Analysis

Consider conducting a segmentation analysis to understand which products, services, or customer segments are contributing the most to your sales performance. By identifying the high-performing areas, you can allocate resources and marketing efforts accordingly.

- Identify Trends and Patterns

Look for any trends or patterns in the sales data. Are there seasonal fluctuations in sales? Are certain products or services performing better than others? Identifying these trends can help you make informed decisions and adjust your targets and strategies accordingly.

- **Share findings and Take Action**

After analyzing the sales targets, share your findings with the relevant stakeholders, such as your team members, sales managers, or executives. Discuss the insights gained from the analysis and collaborate on actionable steps to improve performance or maintain successes.

Confirming sales targets is an important step in ensuring everyone is on the same page and working towards a common goal. The key to successful sales target confirmation is communication and clear documentation. By following these steps,

Sales target may include:-

- Merchandising and sales strategy

Merchandising is everything you do to promote and sell your products once the potential customer is in your store. When we talk about merchandise, we are talking about products available for sale, typically in a retail setting. Whereas, a sales strategy is a structured plan that outlines the actions, decisions, and goals necessary for a sales team to position a product or service and acquire new customers. It outlines sales procedures, activities and product placement to help B2B sales teams achieve sales targets.

- Product or service

Every business is offering some kind of product or service to their customers, but what exactly are products and services? A product is a tangible object that has been put out for consumption or possession, such as a drink bottle or a pen, whereas a service is an intangible item where the customer is being sold something that can't be touched, such as accounting or coaching services.

- Promotional strategies and their duration, cycle, area coverage and product or service focus

A promotional strategy is a tool marketers use to raise brand awareness and increase sales for a business. Brand awareness is a consumer's ability to recall a brand when they're thinking about purchasing to solve their challenges. If a consumer can recall a company, the brand may have good brand awareness and strong promotional strategies combined with reliable products or services



Figure 1.1 Promotional strategies

- sales strategy

A sales strategy is a structured plan that outlines the actions, decisions, and goals necessary for a sales team to position a product or service and acquire new customers. It outlines sales procedures, activities and product placement to help B2B sales teams achieve sales targets. The major benefits of implementing a sales strategy are improved team performance, more effective targeting and a higher ratio of closed-won deals.

Define sales targets

Simply put, sales target is the milestone to be achieved by the company or the team or the individual as the case may be. Target is the aim to be achieved and Sales target is the numbers that are to be achieved in a specified period of time.

The sales target is decided on the sales budget which is decided by the company. The Sales Target may be decided by the management or by individual teams and it is circulated accordingly. It is achieved in order to generate revenue and increase the sale of the products for the company. Generally, sales target is a specified amount of sales that a management sets for achieving or exceeding within a specified timeframe. Sales targets are apportioned among different sales units such as salespersons, franchisees, distributors, agents, etc.

These targets are usually set based on factors like historical performance, market trends, and business goals. It's important that your targets are specific, measurable, achievable, relevant, and time-bound (SMART).



Figure 1.2 smart analysis

I. Review the Targets

Take a look at the sales targets that have been set for your team. This might include monthly, quarterly, or annual goals. Make sure you have all the details, such as the revenue figures, product or service categories, and any specific metrics that are important for your business.

II. Discuss with Your Team

Communication is key! Have a meeting or discussion with your team to confirm the sales targets. Make sure everyone is aware of their individual targets and how they contribute to the overall team goals. This is also a good time to address any questions or concerns your team may have.

A team may include:-

- Small work teams
- Business team
- Full-time, part-time, casual or contract staff
- People with varying degrees of language and literacy
- People from a range of cultural, social and ethnic backgrounds
- People with a range of responsibilities and job descriptions

III. Document the Targets

It's a good practice to document the confirmed sales targets. This can be done through emails, a shared document, or a dedicated CRM (Customer Relationship Management) system. Having a written record ensures clarity and accountability.

IV. Track Progress

Once the targets are confirmed, it's important to track your team's progress regularly. You can use various tools and software to monitor sales performance. This allows you to identify any deviations from the targets early on and take corrective actions if necessary.

V. Celebrate Achievements

Don't forget to celebrate your team's successes! Recognizing and rewarding achievements can boost morale and motivation. It's also a great way to build a positive team culture.

VI. Adjust if Needed

Markets can be dynamic, and circumstances may change. If you find that your team is consistently falling short or exceeding their targets, it might be necessary to adjust them accordingly. Regularly review and update your sales targets as needed to stay aligned with your business objectives.

1.2 BUSINESS POLICY AND PROCEDURES

Business policy and procedures may include:-

- Approval processes

A type of business process that includes steps to formally approve work from different levels of the organization. The work can include budgets, invoices, project outlines, marketing initiatives, or any other items that need a series of approvals from different departments.

- **Interaction with colleagues**

Interaction with colleagues is an essential aspect of the workplace environment. It involves communicating, collaborating, and building relationships with fellow employees. Effective interaction with colleagues can have several benefits, including:

- ✓ Team work and collaboration
- ✓ Increased productivity
- ✓ Problem-solving
- ✓ Learning and development
- ✓ Support and camaraderie
- ✓ Conflict resolution

To enhance interaction with colleagues, it is important to: -

- ✓ Be approachable and open to communication.
- ✓ Actively listen to others' perspectives and ideas.
- ✓ Respect diversity and different viewpoints.
- ✓ Seek feedback and provide constructive criticism.
- ✓ Participate in team-building activities.
- ✓ Foster a positive and inclusive work environment.
- ✓ Maintain professionalism and confidentiality.
- ✓ Show appreciation for colleagues' contributions

- **Interaction with customers**

Customer interactions are a concept that encompasses every communication made between a brand and a customer. Previously, customer interaction was limited to in-person assistance between a customer and a salesperson or support agent.

Now, the same advances that allow shoppers to purchase products and services online enable them to talk or chat with representatives using their cell phones, computers, or mobile devices.

Further, communication has extended beyond the constraints of a physical storefront or e-commerce site. Customers can contact companies through dozens of communication channels, including an Internet forum, social media comments, via live chat, or by email.

- **Sale of products and services**

Goods represent tangible products such as clothing, laptops, smart phones, bicycles, cars, food, and beverages. Whereas, Services represent intangible products, such as consulting, finance, transportation, and insurance services.

- **Sales planning and evaluation**

Sales planning and evaluation is an essential aspect of the workplace environment, especially for sales teams. Effective interaction with colleagues in this context can have several benefits, Sales planning is the process of defining sales targets and creating a strategy that meets goals and achieves sales and marketing results. The sales plan works in collaboration with the marketing plan and the business plan

The marketing plan details the strategies while the business plan sets the initial intentions for the company. Annual or quarterly sales plan updates ensures the plan stays on course and allows for changes.

Steps sales planning

Situation Analysis	Business drivers, SWOT
Objectives & Goals	Develop sales targets.
Strategy	Determine how targets will be met.
SOP	Align with operations.
Sales Budget	Budget for the plan.
Communicate & Engage	Win sales team support for the plan.
Controls & Monitoring	Implement and measure.

Figure 1.3 Steps sales planning

IMPORTANCE OF SALES TARGET

Sales targets are essential for providing focus, motivation, accountability, and a basis for evaluation and improvement. They enable businesses to forecast, plan, allocate resources, align with objectives, and track progress towards desired outcomes. By setting and effectively managing sales targets, organizations can drive sales performance, meet customer needs, and achieve sustainable growth. Here are some key reasons why sales targets are important:

- **Focus and Direction**

Sales targets provide focus and direction for sales teams. They establish clear goals and objectives that guide their efforts. Targets help prioritize activities, resources, and strategies towards achieving specific outcomes. Without clear targets, sales efforts may lack direction and become scattered, resulting in inefficient use of resources.

- **Motivation and Accountability**

Sales targets drive motivation and accountability among sales teams. They create a sense of purpose and urgency, pushing salespeople to strive for success. Targets serve as benchmarks for evaluating performance, and meeting or exceeding them brings a sense of accomplishment. This motivation and accountability foster a culture of high performance and drive sales teams to excel.

- **Performance Measurement**

Sales targets serve as a measurable standard against which performance can be evaluated. By comparing actual sales results against targets, businesses can objectively assess their performance. This measurement allows management to identify strengths, weaknesses, and areas for improvement. It also provides valuable insights into the effectiveness of sales strategies, enabling adjustments to optimize future performance.

- **Planning and Resource Allocation**

Sales targets guide planning and resource allocation within an organization. They inform decisions related to budgeting, staffing, and resource allocation. When setting targets, businesses can assess their capacity, market conditions, and available resources. This information helps in making informed decisions to allocate resources effectively and efficiently.

- **Forecasting and Budgeting**

Sales targets play a vital role in forecasting and budgeting processes. They provide the basis for projecting future sales revenue and estimating financial performance. Sales targets help businesses set realistic revenue expectations, allowing them to plan budgets and allocate resources accordingly. Accurate forecasting helps companies prepare for potential challenges, make informed decisions, and maintain financial stability.

- **Performance Improvement**

By setting challenging but achievable sales targets, businesses create an environment conducive to continuous improvement. Targets act as milestones that drive sales teams to analyze their strategies, methodologies, and performance. Regular evaluation against targets promotes identification of areas for improvement and encourages the implementation of new strategies or tactics to enhance results.

- **Alignment with Business Objectives**

Sales targets ensure alignment between the sales function and overall business objectives. They provide a link between revenue generation and organizational goals such as market share growth, profitability, customer acquisition, or product penetration. By setting targets that align with broader business goals, companies ensure that sales efforts contribute to the overall success and growth of the organization.

Effectively analyze and achieve sales targets

- **Analyze Past Performance**

Review historical sales data to identify trends, patterns, and areas of improvement. This includes analyzing revenue generated, customer acquisition rates, conversion rates, and sales pipeline data.

- **Set Realistic Targets**

Based on the analysis of past performance, set realistic sales targets that are challenging yet attainable. Consider factors such as market conditions, industry trends, and competitive landscape when setting targets.

- **Break Down Targets**

Break down the overall sales target into smaller, manageable goals for individual sales reps or teams. This provides clarity and focus on specific objectives and helps track progress more effectively.

- Monitor Progress

Continuously monitor sales performance against targets using key performance indicators (KPIs). Regularly review sales reports and dashboards to track progress, identify any gaps or areas of concern, and take corrective actions if needed.

- Provide Support and Resources

Ensure that sales teams have the necessary resources, tools, and support to achieve their targets. This includes providing adequate training, access to marketing materials, sales collateral, and ongoing coaching and mentoring.

- Adjust Strategies as Needed

If sales performance is not on track to meet targets, analyze the reasons behind the shortfall and adjust strategies accordingly. This may involve revisiting sales tactics, refining messaging, targeting different customer segments, or making changes to the sales process.

- Celebrate Success

Recognize and celebrate individual and team achievements when sales targets are met or exceeded. This boosts morale, motivates sales teams, and creates a positive sales culture.

- Continuous Improvement

Regularly evaluate and improve sales strategies and processes based on feedback and market changes. Encourage an environment of continuous learning and innovation to stay ahead of the competition.

- Collaboration and Alignment

Foster collaboration and alignment between sales teams and other departments such as marketing, customer service, and product development. This ensures a coordinated effort towards achieving sales targets and delivering a seamless customer experience.

- Regular Communication

Maintain open and transparent communication channels with sales teams to keep them informed about progress, changes, and expectations. Regularly communicate sales targets, provide updates on performance, and address any concerns or questions

Types of sales targets

Different companies may employ different targets methods as the need of the industry or the company. A common trend is to follow Yearly or Annual Sales Target by the majority of the companies.

- **Daily Sales Target**

The entire target is divided by the number of working days and that will determine the everyday sales target. Large consumer and departmental stores work on daily targets.

- **Weekly Sales Target**

The target is divided into a weekly basis to be achieved by the sales team. Transport and Cargo companies, Courier companies work on Weekly targets. Many pharmaceutical companies also allocate weekly targets. The allocation of targets may differ from region to region. For a company would have weekly targets in one region while yearly target in another region.

- **Monthly Sales Target**

The yearly target when divided with 12 gives the monthly target. The monthly target is followed by most of the pharmaceutical companies.

- **Quarterly Sales Target**

Quarterly targets are more of a functional target than actual. The three consecutive monthly targets put together to make a quarterly target. Also, this provides an aggregate picture of the direction of sales for the management to review.

- **Annual Sales Target**

Based on the past year's achievement, market growth, industry growth the yearly targets are allocated. Large equipment companies, heavy goods, and industrial machinery work on Annual Targets.

1.3 SALES TARGETS PARAMETERS

Analyzing personal sales targets parameters involves evaluating various factors that contribute to achieving individual sales goals. By analyzing these parameters, you can gain insights into the factors that influence personal sales targets. This analysis helps identify areas for improvement, develop targeted action plans, and optimize individual sales performance. It also supports effective performance evaluations and enables targeted coaching and support to maximize sales success.

Once personal sales targets have been set, they should be regularly analyzed against the agreed parameters. This involves assessing the salesperson's performance and progress towards achieving the target, as well as evaluating whether the parameters set are still appropriate and realistic.

During this analysis, the salesperson's actual sales numbers or revenue generated are compared to the target. This helps determine whether they are on track to meet or exceed the target, or if adjustments need to be made.

Additionally, the agreed parameters, such as the timeframe, accountability measures, rewards, and incentives, should also be evaluated. This ensures that they are still relevant and effective in motivating the salesperson and driving performance.

If the analysis reveals that the salesperson is consistently not meeting the target, it may be necessary to reassess the parameters and make adjustments. This could involve revising the target to be more achievable, providing additional support or resources, or reevaluating the rewards and incentives to ensure they are motivating enough.

- **Clear and specific target**

The personal sales target should be well-defined and measurable, such as achieving a certain number of sales or a specific revenue target.

- **Realistic and attainable**

The agreed parameters should be achievable based on the individual's skills, experience, and market conditions. Setting unrealistic targets can demotivate the salesperson and lead to frustration.

- **Timeframe**

The target should have a specific timeframe within which it needs to be achieved. This could be monthly, quarterly, or annually, depending on the nature of the business.

- **Accountability**

Both the salesperson and their supervisor or manager should agree on the level of accountability for achieving the target. This may involve regular performance reviews, progress tracking, and feedback sessions.

- **Rewards and incentives**

It is important to determine the rewards or incentives associated with meeting or exceeding the sales target. This could include bonuses, commission, recognition, or other forms of motivation.

- **Flexibility**

While it is important to set clear parameters, there should also be room for adjustments if circumstances change. This could include revising the target due to unforeseen market conditions or providing additional resources/support if needed.

- **Regular monitoring and feedback**

Regular monitoring of the salesperson's progress towards the target is essential. Providing constructive feedback and guidance can help them stay on track and make necessary adjustments to achieve their goals.

- **Communication and collaboration**

The agreed parameters should be communicated effectively to the salesperson, ensuring they understand what is expected of them. Collaboration between the salesperson and their supervisor or manager is crucial for setting realistic targets and addressing any challenges that may arise.

- **Continuous improvement**

The agreed parameters should encourage continuous improvement and professional development. This could involve providing training opportunities, sharing best practices, or setting stretch goals to push the salesperson's performance further.

- **Evaluation and adjustment**

Periodic evaluation of the agreed parameters is necessary to determine their effectiveness. If the targets are consistently not being met or if market conditions change significantly, adjustments may be needed to ensure they remain relevant and achievable.

Agreed parameters may include:-

- ✓ customer accounts
- ✓ customer satisfaction
- ✓ market share
- ✓ price
- ✓ regional area
- ✓ trading terms
- ✓ volume

1.4 SALES TARGETS PROGRESS

Monitoring the progress of sales targets is crucial to ensure that you stay on track and make informed decisions. By implementing these steps, you can effectively monitor the progress of your sales targets. Regular monitoring allows you to identify potential issues early, make informed decisions, and take necessary actions to ensure that you stay on track towards achieving your sales targets; Here are some steps to effectively monitor the progress of your sales targets:

- **Establish Clear Reporting Mechanisms**

Set up a reporting system that allows your sales team to provide regular updates on their progress towards sales targets. This can be done through regular meetings, email updates, or utilizing sales management software and CRM systems to track and monitor key metrics.

- **Track Key Performance Indicators (KPIs)**

Identify and track the relevant KPIs that align with your sales targets. These can include metrics such as sales revenue, number of deals closed, conversion rates, average deal size, and sales pipeline progression. Tracking KPIs allows you to measure progress accurately.

- **Regularly Review and Analyze Data**

Schedule regular review sessions to analyze sales data and progress towards targets. Compare the actual performance against the set targets and identify any gaps or areas for improvement. Analyzing the data provides insights into trends, challenges, and opportunities for course correction.

- **Utilize Sales Dashboards and Reports**

Utilize sales dashboards and reports to visualize and present the sales data. These tools can provide a clear and concise overview of the progress towards targets, highlighting key metrics, trends, and comparisons. Dashboards help you easily monitor progress at a glance and identify areas that require attention.

- **Identify Deviations and Take Corrective Actions**

Monitor for any deviations from the expected sales targets. If you identify any shortfalls or potential issues, take corrective actions promptly. This can involve revisiting your sales strategies, adjusting your approach, providing additional training or resources to your sales team, or revising your sales targets if necessary.

- **Provide Regular Feedback and Coaching**

Regularly provide feedback and coaching to your sales team based on their progress and performance. Acknowledge achievements, address any areas for improvement, and offer guidance and support. Coaching helps your team stay motivated, focused, and aligned with the sales targets.

- **Encourage Open Communication**

Foster open communication within your sales team. Encourage team members to share challenges, successes, and insights that can impact the progress towards the sales targets. Create a supportive environment where collaboration and knowledge-sharing are valued.

- **Celebrate Milestones and Achievements**

Celebrate reaching milestones and achieving significant sales targets. Recognize individual and team achievements, and publicly acknowledge their efforts. Celebrations and rewards boost morale, motivate your sales team, and reinforce a positive sales culture.

- **Iterate and Adjust as Needed**

Continuously review and adjust your sales strategies and targets based on the progress and insights gained. Be proactive in adapting your approach to changing market conditions, customer needs, and internal factors. Flexibility and agility are key to maintaining progress.

- **Regularly Communicate Progress to Stakeholders**

Keep stakeholders informed about the progress towards the sales targets. Provide regular updates, reports, or presentations that highlight the progress made, challenges faced, and strategies employed. Transparent communication builds trust and ensures that everyone is aligned towards the common goal.

1.5 FACTORS SUPPORTING SALES

Factors may vary depending on your industry, target market, and specific business needs. Continuously assess and adapt your sales strategies based on changing market dynamics and customer demands.

- **Product/Service Differentiation**

Identify what sets your product or service apart from the competition. Determine its unique features, benefits, and value proposition. Understanding these factors will help you effectively communicate and showcase the value to potential customers.

- **Target Market Analysis**

Conduct thorough research and analysis of your target market. Understand their needs, preferences, pain points, and buying behaviors. This knowledge allows you to tailor your sales approach to effectively address their specific needs and position your product or service as the ideal solution.

- **Effective Marketing and Branding**

Strong marketing and branding efforts play a significant role in supporting sales. Develop compelling marketing campaigns, utilize various channels (online and offline), and create engaging content. Consistent and targeted messaging helps raise awareness, generate leads, and build brand loyalty.

- **Customer Relationship Management (CRM)**

Implement a CRM system to manage your customer relationships, sales processes, and customer data. A CRM system streamlines sales activities, fosters better communication and collaboration among team members, and enables personalized interactions with customers.

- **Sales Training and Skills Development**

Invest in training and developing your sales team's skills. Effective sales techniques, negotiation skills, objection handling, and product knowledge are crucial for successful sales outcomes. Regular training programs and coaching can enhance the capabilities of your sales team.

- **Strong Sales Team Collaboration**

Foster a collaborative environment within your sales team

Encourage knowledge-sharing, open communication, and teamwork. When team members work together, they can learn from each other's experiences, leverage collective expertise, and support one another in achieving sales targets.

- **Effective Lead Generation**

Develop a robust lead generation strategy to ensure a steady flow of qualified prospects. This can include various tactics such as content marketing, social media engagement, networking, and lead nurturing campaigns. Consistently generating high-quality leads provides your sales team with a pool of potential customers to engage with.

- **Customer Testimonials and Referrals**

Leverage the power of customer testimonials and referrals. Positive reviews and recommendations from satisfied customers can significantly influence the buying decisions of prospects. Encourage your happy customers to share their experiences and refer your product or service to others.

- **Continuous Analysis and Improvement**

Regularly analyze your sales processes, strategies, and results. Keep track of key metrics, identify bottlenecks, and make data-driven improvements. Adjust your approach based on customer feedback, market trends, and performance insights to optimize your sales efforts.

- **Excellent Customer Service**



Providing exceptional customer service is vital for sales success. Ensure that your customer service team is trained to handle customer inquiries, issues, and post-sales support effectively. Positive customer experiences can lead to repeat business, loyalty, and positive word-of-mouth recommendations.

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			November 2023

SELF- CHECK ONE

PART -I. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

_____ 1. All are objectives of sales planning EXCEPT

- | | |
|---------------------------------------|---------------------|
| A. Determination of sales objectives. | C. Reducing wastage |
| B. Dealing with uncertainties | D. Coordination |

_____ 2. Sales targets may NOT vary according to:

- | | |
|-------------------------------------|----------------------------------|
| A. Product or service | C. Sales planning and evaluation |
| B. Merchandising and sales strategy | D. Features of items |

_____ 3 Sales target agreed parameter does NOT include:

- | | |
|--------------------------|----------------------|
| A. Customer satisfaction | C. Trading terms |
| B. Market share | D. Customer accounts |

_____ 4. All are objectives of sales planning EXCEPT

- | | |
|---------------------------------------|---------------------|
| A. Determination of sales objectives. | C. Reducing wastage |
| B. Dealing with uncertainties | D. Coordination |

_____ 5. A fixed amount of sales that a person wants to achieve is

- | | |
|----------------------------|--------------------------|
| A. Team sales target | C. Company sales target |
| B. Department sales target | D. Personal sales target |

_____ 6. Which of the following are NOT involved sales planning?

- A. Setting unrealistic goals
- B. Determining what resources and personnel are needed to achieve them
- C. Creating action plans and timelines
- D. Allocating the necessary budget

7. The comprehensive, systematic, periodic, analysis, evaluation and interpretation of business environment to improve the sales performance is

- | | |
|--------------------|----------------------|
| A. Sales audit | C. Financial audit |
| B. Inventory audit | D. Performance audit |

PART – II MATCHING

- | | |
|--|-------------------------------------|
| _____ 1. Factors supporting sales/ product/service | A. customer satisfaction |
| _____ 2. Agreed parameters may include | B. Differentiation |
| _____ 3. Sales target may include | C. Merchandising and sales strategy |

PART – III. LIST DOWN

1. List down some sales supporting factors
2. List down at least three (3) parameters of sales targets
3. Business policy and procedures may include

UNIT TWO: - FACTORS AFFECTING ATTAINMENT OF SALES TARGETS.

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Factors affecting sales performance
- Attainment of sales targets
- New sales targets policy and procedures.

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Evaluate factors affecting sales performance
- Addressed factors of attainment of sales targets
- Approve or new sales targets policy and procedures.

2.1 FACTORS AFFECTING SALES PERFORMANCE

The attainment of sales targets refers to the achievement or reaching of predetermined sales goals or objectives set by an organization. It is a measure of the success or effectiveness of the sales efforts in generating revenue and meeting the desired level of sales performance. The attainment of sales targets is typically measured by comparing actual sales results against the set targets, usually in terms of revenue, units sold, market share, or other relevant metrics. Organizations set sales targets to drive growth, profitability, and market expansion, and the attainment of these targets is crucial for the overall success and sustainability of the business.

There are several factors that can affect the attainment of sales targets. These factors can be internal or external to the organization. Some of the key factors include:

- Market conditions

The overall economic conditions, industry trends, and market demand can significantly impact the ability to achieve sales targets. A downturn in the economy or a decline in market demand can make it challenging to meet sales goals.

- Competition

The level of competition in the market can affect sales performance. If there are many competitors offering similar products or services, it may be more difficult to reach sales targets.

- Product or service quality

The quality of the product or service being offered is crucial in determining sales success. If the product or service does not meet customer expectations or if there are issues with its quality, it can hinder sales performance.

- Pricing strategy

The pricing strategy adopted by an organization can impact its ability to achieve sales targets. If the prices are too high compared to competitors or if they are too low and result in lower profit margins, it can affect sales performance.

- Sales team effectiveness

The skills, experience, and motivation of the sales team can significantly influence sales performance. If the sales team is not well-trained, lacks motivation, or does not have the necessary resources, it can hinder the attainment of sales targets.

- Marketing and advertising efforts

The effectiveness of marketing and advertising campaigns can impact sales performance. If the marketing efforts are not reaching the target audience or if they are not persuasive enough, it can affect the ability to achieve sales targets.

- Customer satisfaction and loyalty

The level of customer satisfaction and loyalty plays a critical role in achieving sales targets. Satisfied and loyal customers are more likely to make repeat purchases and recommend the product or service to others, resulting in higher sales.

- Internal processes and systems

The efficiency and effectiveness of internal processes and systems, such as order processing, inventory management, and customer relationship management, can impact sales performance. If these processes are not streamlined or if there are bottlenecks, it can affect the ability to meet sales targets.

- Sales forecasting and goal setting

The accuracy of sales forecasting and the realistic setting of sales goals are essential in determining sales performance. If the sales targets are unrealistic or if the forecasting is inaccurate, it can hinder the attainment of sales targets.

- External factors

External factors such as government regulations, changes in technology, or natural disasters can also impact sales performance. These factors may be beyond the control of the organization but can still affect the ability to achieve sales targets.

Evaluating the factors affecting sales performance helps identify areas of strength and areas that require improvement; By evaluating these factors, you can gain a comprehensive understanding of the elements impacting sales performance. Use the insights gained to develop targeted strategies, make necessary adjustments, and enhance overall sales effectiveness. Regular

evaluation and adjustment contribute to ongoing sales growth and success; here are some key factors to consider when evaluating sales performance:

- Sales Strategies and Techniques

Evaluate the sales strategies and techniques employed by your team. Examine how well they align with your target market, product or service offering, and customer needs. Assess the effectiveness of different sales approaches, such as consultative selling, relationship building, or solution-based selling.

- Sales Team Skills and Knowledge

Assess the skills and knowledge of your sales team. Evaluate their product knowledge, understanding of the sales process, objection handling abilities, active listening skills, and negotiation capabilities. Identify skill gaps and areas for improvement through training and development initiatives.

- Target Market and Customer Analysis

Analyze your target market and customer segments. Understand their demographics, psychographics, pain points, and buying behaviors. Evaluate how well your sales efforts align with the needs and preferences of your target audience. Adjust your approach as necessary to better cater to your customers' needs.

- Lead Generation and Qualification

Evaluate your lead generation and qualification processes. Determine the effectiveness of your lead generation efforts, including the quality and quantity of leads generated. Review the qualification process to ensure that you are focusing on leads with the highest potential for conversion.

- Sales and Marketing Alignment

Assess the alignment and collaboration between your sales and marketing teams. Evaluate the effectiveness of your marketing efforts in generating qualified leads and providing sales support materials. Ensure that your sales team is effectively leveraging marketing resources and messaging in their sales activities.

- Sales Pipeline Management

Evaluate how well your sales team manages the sales pipeline. Review the progression of leads through the sales stages, the efficiency of moving deals forward, and the overall pipeline health. Identify any bottlenecks or areas where deals tend to stall or drop off.

- Sales and Customer Service Interactions

Evaluate the interactions between your sales team and the customer service team. Assess the communication, collaboration, and knowledge sharing between these teams. Smooth interactions and a seamless customer experience after the sale contribute to higher customer satisfaction and potential up selling and repeat business opportunities.

- Competitive Analysis

Conduct a competitive analysis to understand how your sales performance compares to competing businesses. Identify your unique selling points, strengths, and weaknesses. Analyze competitor strategies, pricing, and customer perceptions to position yourself effectively in the market.

- Sales Compensation and Incentives

Evaluate your sales compensation and incentive programs. Assess whether they align with your sales objectives and motivate your team effectively. Review the structure, fairness, and competitiveness of your compensation plans to ensure they support sales performance

- Sales Performance Metrics and Reporting

Assess the effectiveness of the metrics and reporting systems used to measure sales performance. Evaluate the relevance and accuracy of key metrics, such as conversion rates, average deal size, sales cycle length, and customer acquisition cost. Ensure that your reporting provides actionable insights for performance improvement.

Factors affecting sales performance include:-

- Associated promotions

Associated promotions refer to marketing activities that are linked or connected to a specific product, service, or event. These promotions are designed to increase awareness, generate interest, and drive sales for the associated offering. Associated promotions aim to enhance the value proposition of a product or service by providing additional incentives or benefits to

customers. They can help businesses attract new customers, retain existing ones, and increase overall sales.

- Associated sales

A sales associate works in a store to sell products to customers. Like cashiers, they can work to process customers' payments, but typically have other responsibilities like helping customers find products that fit their needs or restocking shelves.

- Competitor activities

Gather information on products, services, pricing, service area, reputation, and marketing tactics. Compare the strengths and weaknesses of each competitor. Build on your competition's strengths and weaknesses to create a competitive advantage.

- Customer requirements

Customer requirements refer to the specifications or features of a product or service that are deemed necessary by customers. These requirements motivate customers to buy a product or service.

- Logistics

The overall process of managing how resources are acquired, stored, and transported to their final destination. Logistics management involves identifying prospective distributors and suppliers and determining their effectiveness and accessibility. Logistics managers are referred to as logisticians.

- Market share

Market share is the percentage of an industry's sales that a particular company owns. Essentially, it is the share of your business's total industry revenue from selling your products and services. Businesses with larger market shares are industry leaders and competition for smaller companies. Market share is calculated by taking the company's sales over the period and dividing it by the total sales of the industry over the same period. Market share is typically calculated for a specific period, like yearly or quarterly sales, and is sometimes separated by region.

$$\text{Market Share Formula} = \left(\frac{\text{Your Business Revenue}}{\text{Total Industry Revenue}} \right) \times 100$$

Figure 2.1 Market share

- Merchandise availability

By focusing on merchandise availability, businesses can ensure that customers have access to the products they desire, which can lead to increased sales and customer satisfaction. Merchandise availability promotions are another type of associated promotion that focuses on ensuring that the product or service is readily available to customers.

- Presentation or merchandising of the product

A design strategy that involves placing merchandise in a neat and organized manner to make it easy for the customer to shop. While merchandising presentation is not meant to be boring, it is also not designed to be the main attraction in the store.

Types of merchandise presentations

- ✓ Colour blocking
- ✓ Product blocking
- ✓ Horizontal/vertical blocking:
- ✓ Symmetric/balanced:
- ✓ Price blocking
- ✓ promotional tie-ins or co-location

A tie-in promotion will carry the same basic theme as the campaign and may be in the form of a sweepstakes offering, a point-of-purchase advertising display, a premium giveaway, or anything

else that will create immediate sales, help to introduce a product, or otherwise enhance the advertising campaign.

- Quality of products or services

Satisfaction will also depend on product and service quality. What exactly is quality? Various experts have defined it as “fitness for use,” “conformance to requirements,” and “freedom from variation.” We will use the American Society for Quality’s definition: Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

Products and Services that meet or exceed customer expectations result in customer satisfaction. Quality is the expected product/service being realized. Before a customer makes a purchase (exchanges money for a product/service) he or she does a mental calculation: “Is the worth of the product/service (as I perceive and expect) equal to the money that I am about to exchange?”

2.2. ATTAIN SALES TARGETS

The factors that contribute to the attainment of sales targets are crucial for the success of a business. Having a clear understanding of these factors is essential in developing effective sales strategies and tactics.

One important step is to conduct a thorough analysis of various factors such as customer preferences, market trends, and competitor activities. This analysis will provide valuable insights into the needs and wants of customers, as well as the current state of the market and the strategies employed by competitors. By understanding these factors, businesses can adjust their sales strategies and tactics accordingly to better meet customer demands and stay ahead of the competition.

Regularly reviewing and updating sales targets based on changes in these factors is also crucial. Market conditions and customer preferences can change rapidly, so it is important to stay updated and adapt accordingly. By regularly reviewing and adjusting sales targets, businesses can ensure that they remain realistic and achievable.

It is also important to align sales targets with overall business objectives and goals. Sales targets should be set in a way that supports the broader goals of the business. This alignment ensures that sales efforts are focused on driving the desired outcomes and contributing to the overall success of the organization.

Providing sales teams with the necessary resources and support is another important factor in achieving sales targets. Sales teams need access to training, tools, and support systems that enable them to effectively execute their strategies and meet their targets. By providing these resources, businesses can empower their sales teams to perform at their best and achieve their goals.

Tracking and measuring progress towards sales targets using relevant metrics and key performance indicators (KPIs) is crucial for monitoring performance. These metrics provide insight into the effectiveness of sales strategies and tactics, allowing businesses to identify areas for improvement and make necessary adjustments.

Regular communication and feedback between sales teams and management are essential for addressing any challenges or obstacles in achieving targets. By fostering an open line of communication, businesses can identify issues early on and take proactive measures to address them. This collaboration also allows for the sharing of best practices and the implementation of strategies that have proven successful in achieving sales targets.

Taking a proactive approach in identifying and addressing any issues or gaps in performance is crucial. Businesses should not wait for problems to arise but should instead actively seek out areas for improvement and take corrective action. By addressing these issues promptly, businesses can minimize their impact on sales performance and ensure the attainment of sales targets

- Approve or new sales targets

Approve new sales targets, businesses should follow a structured process that involves various stakeholders, businesses can effectively approve new sales targets that are aligned with overall business objectives and have a higher chance of being achieved. This process may include :-

- Reviewing past performance

Start by analyzing the performance of the sales team in achieving previous targets. Evaluate whether the targets were realistic and achievable, and identify any areas of improvement.

- Setting overall business objectives

Consider the broader goals and objectives of the business. Determine how sales targets can align with these objectives and contribute to the overall success of the organization.

- Conducting market analysis

Assess the current market conditions, including customer preferences, market trends, and competitor activities. This analysis will provide insights into potential opportunities and challenges that may impact sales targets.

- Setting SMART targets

Ensure that the sales targets are specific, measurable, achievable, relevant, and time-bound (SMART). Clearly define what needs to be achieved, how it will be measured, and by when.

- Consultation with sales teams

Involve the sales teams in the target-setting process. Seek their input and feedback on the proposed targets to ensure they are realistic and attainable. Sales teams will have valuable insights into customer needs and market dynamics.

- Management approval

Present the proposed sales targets to senior management or decision-makers for approval. This step ensures that there is alignment between sales targets and overall business objectives.

- Communicating the targets

Once approved, clearly communicate the sales targets to the sales team. Provide them with a clear understanding of what is expected and how their performance will be measured.

- Monitoring and reviewing progress

Regularly track and measure progress towards the sales targets using relevant metrics and KPIs. Review performance on an ongoing basis and make adjustments as necessary to ensure targets remain realistic and achievable.

2.3 NEW SALES TARGETS POLICY AND PROCEDURES.

Implementing a new sales targets policy and procedures is a critical aspect of managing a sales team effectively. It involves setting realistic and achievable sales targets, establishing clear guidelines for performance evaluation, and creating a framework for motivating and supporting the sales team. The process of developing and implementing new sales targets policy and procedures typically involves several key steps.

implementing a new sales targets policy and procedures requires careful planning, effective communication, ongoing monitoring, and flexibility to adapt to changing business environments. By following these steps, organizations can create a framework that supports their sales team in achieving success while aligning with overall business objectives.

- Assessment of Current Performance

The first step in implementing a new sales targets policy and procedures to assess the current performance of the sales team. This involves analyzing past sales data, identifying trends, and evaluating individual and team performance against existing targets.

- Setting Realistic Targets

Once the current performance has been assessed, the next step is to set realistic sales targets. These targets should be challenging yet achievable, taking into account market conditions, product demand, and the capabilities of the sales team.

- Communication and Training

It is essential to communicate the new sales targets policy and procedures clearly to the sales team. This may involve conducting training sessions to ensure that all team members understand the expectations and how their performance will be evaluated.

Performance Evaluation Criteria

The new policy should outline the criteria for evaluating sales performance. This may include metrics such as revenue generated, number of new customers acquired, customer retention rates, or other relevant KPIs.

- Incentives and Rewards

To motivate the sales team to achieve the new targets, it is important to establish an incentive and rewards system. This could include monetary bonuses, recognition programs, or other incentives that align with the objectives of the new policy.

- **Monitoring and Feedback**

Regular monitoring of sales performance against the new targets is crucial. Providing constructive feedback to the sales team members can help them understand where they stand in relation to their goals and identify areas for improvement.

- **Adjustment and Flexibility**

It's important to recognize that market conditions can change, and adjustments to the sales targets policy may be necessary. Building flexibility into the policy allows for adaptation to changing circumstances while maintaining a focus on achieving overall business objectives.

- **Compliance and Accountability**

The new policy should also address compliance with ethical standards and legal requirements in setting and pursuing sales targets. Additionally, it should establish clear accountability measures for both individual sales representatives and management.

SELF- CHECK TWO

PART - I. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

- Factors affecting sales performance may include:-
 - Associated sales
 - Market share
 - Merchandise availability
 - Profitability
- The company's sales over the period and dividing it by the total sales of the industry over the same period.
 - Market share
 - Market coverage
 - Market volume
 - Market research
- The factors that contribute to the attainment of sales targets are crucial for the success of a business
 - Customer preferences
 - Market trends
 - competitor activities.
 - All
- The process of planning and executing the efficient transportation and storage of goods from the point of origin to the point of consumption is
 - Procurement
 - Storage of goods
 - Handling goods
 - Logistics
- All are types of merchandise presentations except
 - Product blocking
 - Colour blocking
 - Price blocking
 - All of the above

PART – II. MATCHING

- | | |
|--|------------------------------|
| 1. New sales targets policy and procedures | A. achievement sales goals |
| 2. Factors affecting sales performance | B. Price blocking |
| 3. Types of merchandise presentations | C. Setting Realistic Targets |
| 4. attainment of sales targets | D. Market share |

PART–III. EXPLAIN

- Factors that affect the attainment of sales targets

UNIT THREE: - ATTAIN SALES TARGETS

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- customers with under-performing sales
 - Strong sales performance
 - Meet or exceed sales targets
 - Sales progress

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Confirm team sales targets
- Identifying strong sales performance
- Identifying to meet or exceed sales targets
- Reporting sales progress

3.1 CUSTOMERS WITH UNDER-PERFORMING SALES PROGRESS

The attainment of sales targets refers to the successful achievement or reaching of predetermined sales goals or objectives set by an organization. It signifies that the sales efforts have been effective in generating revenue and meeting the desired level of sales performance. Attaining sales targets is typically measured by comparing the actual sales results against the set targets, usually in terms of revenue, units sold, market share, or other relevant metrics. Organizations establish sales targets to drive growth, profitability, and market expansion, and the attainment of these targets is crucial for the overall success and sustainability of the business.

Achieving sales targets requires a well-executed plan and consistent effort, attaining sales targets requires consistent effort, ongoing evaluation, and effective execution of your sales plan. Stay focused, remain adaptable, and celebrate milestones along the way Here are some tips to help you attain your sales targets:

- **Set Realistic and Specific Goals**

Start by setting realistic and specific sales targets. Make sure they are challenging but achievable based on market conditions, historical data, and available resources. Setting clear goals helps provide direction and focus for your sales efforts.

- **Develop a Sales Strategy**

Create a well-defined sales strategy that outlines the steps you will take to reach your targets. This strategy should include a detailed plan for prospecting, lead generation, nurturing, and closing deals. Consider the various sales channels and tactics that are most effective for your business, such as cold calling, email marketing, social selling, or networking.

- **Train and Equip Your Sales Team**

Invest in training and equipping your sales team with the skills, knowledge, and tools they need to succeed. Provide them with product training, sales techniques, objection handling strategies, and effective communication skills. Regularly update their skills to keep them sharp and adaptable to market changes.

- **Implement Effective Lead Generation Strategies**

Focus on generating a consistent flow of high-quality leads that align with your target market. Utilize various lead generation methods such as content marketing, search engine optimization (SEO), social media marketing, referrals, or partnerships. Review your lead generation strategies regularly to identify areas for improvement and optimize your efforts.

- **Build Strong Customer Relationships**

Cultivate strong relationships with your existing customers. Provide exceptional customer service, promptly address their concerns, and go above and beyond to deliver value. Satisfied customers are more likely to become repeat buyers and refer your business to others, helping you achieve your sales targets.

- **Monitor and Analyze Sales Performance**

Regularly monitor and analyze your sales performance against your targets. Track key performance metrics such as conversion rates, revenue, average deal size, and sales cycle length. Use this data to identify areas where improvements can be made and make data-driven decisions to optimize your sales process.

- **Refine and Adapt Your Strategies**

Continuously evaluate and refine your sales strategies based on real-time feedback and market experiences. Stay agile and adaptable to changes in customer preferences, competitive landscape, or industry trends. Be proactive in identifying areas for improvement and making necessary adjustments to stay on track.

- **Motivate and Recognize Your Sales Team**

Keep your sales team motivated and engaged by providing regular positive feedback and recognition for their efforts. Celebrate individual and team successes, incentivize performance, and foster a supportive and competitive sales culture.

- **Collaborate with Other Departments**

Foster collaboration between your sales team and other departments within your organization, such as marketing, customer service, and product development. Effective collaboration helps align efforts, gain insights, and leverage collective expertise to drive sales success.

- Learn from Setbacks

Setbacks are a natural part of the sales process. Embrace them as learning opportunities and encourage your team to analyze what went wrong and how to improve. Learn from past mistakes to refine your strategies and overcome challenges in the future.

When facing under-performing sales, it's essential to take action and closely monitor your progress, you can actively address under-performing sales and report your progress effectively. it's important to maintain a positive mindset, learn from setbacks, and continuously strive for improvement.

- Analyze the Underlying Issues

Start by analyzing the underlying issues causing the under-performance. Look into various aspects such as your sales strategies, product positioning, target market, competition, and customer feedback. This analysis will help identify the root causes of the problem.

- Identify Areas for Improvement

Based on your analysis, pinpoint specific areas that require improvement. It could be revising your sales techniques, refining your product or service offerings, adjusting your pricing strategies, or enhancing your marketing campaigns. By focusing on these areas, you can address the under-performance more effectively.

- Develop Actionable Strategies

Once you've identified areas for improvement, develop actionable strategies to address them. For example, if your analysis reveals that your target market needs more information about your product, you could create educational content or offer product demos to better showcase its value. Ensure that your strategies are measurable, realistic, and aligned with your business goals.

- Track and Measure Progress

Regularly track and measure your progress as you implement your improvement strategies. Use key performance indicators (KPIs) relevant to your goals to determine if you're making positive changes. This could include metrics such as sales revenue, conversion rates, customer satisfaction scores, and average order value.

- Report Progress to Stakeholders

Share your progress with relevant stakeholders, such as your team members or management. This can be done through detailed reports, presentations, or regular status updates. Highlight the actions taken, improvements achieved, and ongoing strategies. Be transparent about the challenges faced and outline next steps to address them.

- **Seek Feedback and Collaboration**

Involve your team members in the improvement process. Encourage open communication and feedback from everyone involved in the sales process. Collaboration can lead to fresh ideas, collective problem-solving, and a stronger sense of ownership in achieving sales goals.

- **Continuous Optimization**

Remember that addressing under-performing sales is an ongoing process. Regularly review and tweak your strategies based on feedback, market trends, and performance data. Stay agile and adaptive, making necessary adjustments to keep your sales efforts aligned with your goals and customer needs.

3.2 STRONG SALES PERFORMANCE

Strong sales performance should be measured consistently over time and against your specific business goals and industry benchmarks. It's important to monitor key performance indicators (KPIs) and regularly evaluate your sales team's performance to identify areas of strength and areas that need improvement.

- **Consistently Exceeding Sales Targets**

One of the clearest signs of strong sales performance is consistently exceeding sales targets. This indicates that your sales team is performing exceptionally well and consistently achieving or surpassing their goals. Compare actual sales figures against the targets set to gauge performance.

- **High Conversion Rates**

A strong sales performance is often characterized by high conversion rates. Conversion rate refers to the percentage of leads or prospects that convert into paying customers. A higher conversion rate suggests effective lead qualification, persuasive sales techniques, and a thorough understanding of customer needs.

- **Increased Revenue and Profitability**

Strong sales performance is reflected in increased revenue and profitability. If your sales team consistently generates higher sales revenue and contributes to increased profit margins, it indicates their ability to close deals, negotiate effectively, and upsell or cross-sell products and services.

- **Short Sales Cycles**

Shorter sales cycles generally indicate strong sales performance. A shorter sales cycle means that your team is able to close deals and move prospects through the sales pipeline efficiently. It suggests effective prospecting, qualification, and closing techniques.

- **Positive Customer Feedback and Testimonials**

Strong sales performance is often accompanied by positive customer feedback and testimonials. Satisfied customers are more likely to provide positive reviews and recommendations, which can serve as powerful social proof and drive further sales. Monitor customer feedback and testimonials to gauge the impact of your sales efforts.

- **Consistent Growth in Customer Base**

A growing customer base is a strong indicator of successful sales performance. If your sales team consistently acquires new customers and retains existing ones, it suggests effective customer acquisition strategies, relationship building, and customer satisfaction. It also indicates that your product or service is meeting market demands.

- **Repeat Business and Customer Retention**

Strong sales performance is characterized by a high rate of repeat business and customer retention. If your customers keep coming back for more purchases or renewing their contracts, it demonstrates their satisfaction and trust in your sales team's ability to deliver value consistently.

- **Positive Sales Team Morale**

Strong sales performance is often accompanied by positive sales team morale. When salespeople are motivated, engaged, and passionate about their work, it can contribute to better performance. Ensure that your sales team feels supported, recognized, and motivated to drive strong sales results.

- **Recognition and Awards**

External recognition through industry awards, accolades, or certifications can also indicate strong sales performance. These acknowledgments serve as validation of your team's expertise, customer satisfaction, and overall sales success.

3.3 MEET OR EXCEED SALES TARGETS

To meet or exceed sales targets, it's important to focus on key strategies and approaches that can help drive success, meeting or exceeding sales targets requires consistent effort, a customer-focused approach, and continuous evaluation and adaptation. Here are some factors to consider in order to meet or exceed your sales targets:

- **Effective Sales Planning**

Start by creating a solid sales plan that outlines your goals, target market, sales strategies, and specific actions for achieving your targets. Having a well-defined plan provides clarity and helps align your sales efforts.

- **Targeted Prospecting and Lead Generation**

Focus on identifying and targeting high-potential prospects that align with your ideal customer profile. Implement effective lead generation strategies, such as inbound marketing, networking, referrals, or targeted advertising, to attract qualified leads and fill your sales pipeline.

- **Sales Training and Skill Development**

Invest in ongoing sales training and skill development for your sales team. Enhance their product knowledge, sales techniques, objection handling, and negotiation skills. Continuous learning and development contribute to increased sales performance and confidence.

- **Building Strong Relationships**

Nurture strong relationships with your prospects and customers. Take a consultative approach, understand their needs, and provide personalized solutions. Building trust and rapport can lead to long-term customer loyalty and repeat business.

- **Effective Sales Communication**

Develop strong communication skills within your sales team. Effective communication involves active listening, clear articulation of product or service value, and addressing customer concerns.

Clear and compelling communication helps prospects understand the benefits of your offering and increases the likelihood of a sale.

- Sales Pipeline Management

Monitor and manage your sales pipeline effectively. Keep track of each prospect's progress, identify potential bottlenecks, and prioritize the most promising opportunities. Regularly review and update your pipeline to ensure that you're proactively moving prospects towards closing deals.

- Sales Performance Tracking

Continuously track and analyze key sales performance metrics to gauge progress. These metrics may include conversion rates, average deal size, sales cycle length, and individual team member performance. Identify areas of strength and areas that need improvement to make data-driven decisions.

- Effective Sales Follow-Up

Establish a disciplined follow-up process with your prospects. Timely and persistent follow-up is crucial for converting leads into customers. Use various communication channels, such as phone calls, emails, or personalized messages, to stay engaged with potential buyers and reinforce the value of your offering.

- Collaboration with Marketing

Collaborate closely with your marketing team to align your sales efforts with marketing initiatives. Leverage marketing campaigns, content, and lead generation activities to support your sales efforts. Effective collaboration ensures a consistent customer experience throughout the sales journey.

- Continuous Improvement and Adaptation

Regularly evaluate and optimize your sales strategies based on feedback, market trends, and performance analysis. Identify areas for improvement, learn from both successes and setbacks, and make necessary adjustments to keep your sales initiatives aligned with your targets.

3.4 REPORT SALES PROGRESS

Reporting sales progress is essential for keeping stakeholders informed about your team's performance and demonstrating accountability, effective sales progress reporting requires clear and concise communication, data-driven insights, and a focus on key outcomes and trends. Regularly review and refine your reporting process based on feedback and evolving business needs, Here some effectively reporting sales progress:

- Define reporting period

A reporting period refers to a specific timeframe during which sales performance and progress towards personal sales targets are assessed and evaluated. This period can vary depending on the organization's sales cycle and objectives but is typically monthly, quarterly, or annually.

During the reporting period, sales data and metrics are collected, analyzed, and compared to the agreed parameters and targets. This allows for a comprehensive evaluation of the salesperson's performance and progress towards achieving their goals.

The reporting period provides a structured timeframe for reviewing sales performance, identifying trends or patterns, and making any necessary adjustments or improvements. It also allows for regular communication and feedback between the salesperson and their manager or team, facilitating ongoing support and guidance.

By defining a reporting period, organizations can ensure that sales targets are regularly monitored and evaluated, enabling timely interventions and adjustments to maximize sales effectiveness.

A. Select key metrics

Identify the key metrics that align with your sales goals and provide a comprehensive view of your team's performance. Common metrics include sales revenue, number of deals closed, conversion rates, average deal size, and sales pipeline progression. Be sure to focus on metrics that are relevant and meaningful to your organization.

- Sales Revenue

This metric measures the total amount of revenue generated from sales during the reporting period. It provides an overall indication of the sales team's performance in generating revenue.

- Sales Volume

This metric measure the total number of units or products sold during the reporting period. It helps assess the sales team's ability to close deals and generate sales volume.

- Average Deal Size

This metric calculates the average value of each sale made during the reporting period. It provides insights into the sales team's ability to sell higher-value products or services.

- Conversion Rate

This metric measures the percentage of leads or prospects that convert into actual sales during the reporting period. It helps evaluate the effectiveness of the sales team in closing deals.

- Sales Pipeline

This metric tracks the number and value of potential sales opportunities in the pipeline during the reporting period. It provides insights into the health and potential future performance of the sales team.

- Customer Acquisition Cost (CAC)

This metric calculates the average cost of acquiring a new customer during the reporting period. It helps assess the efficiency and effectiveness of the sales team's efforts in acquiring new customers.

- Customer Lifetime Value (CLTV)

This metric measure the total value a customer brings to the business over their lifetime. It helps assess the quality and profitability of the customers acquired during the reporting period.

- Sales Activities

This metric tracks and measures the number and type of sales activities performed by each salesperson during the reporting period, such as calls made, meetings held, or proposals sent. It helps evaluate their productivity and effectiveness in engaging with potential customers.

- Sales Forecast Accuracy

This metric measures how accurately the sales team predicts future sales during the reporting period. It helps assess their ability to forecast and plan for future sales targets.

- Sales Team Performance

This metric evaluates the overall performance of the sales team by considering a combination of individual metrics, such as revenue generated, conversion rates, or quota attainment. It provides an overall assessment of the team's effectiveness and contribution towards achieving sales targets.

B. Use visual presentations

Visual presentations can be powerful tools for communicating sales metrics effectively. Visual representations make it easier for stakeholders to understand and interpret the data. Consider using industry-standard tools or software that allow for easy visualization and data sharing. Here are some ways to use visual presentations to present sales metrics:

- Use charts and graphs

Visualize sales data using charts and graphs to make it easier for the audience to understand and interpret the information. Bar charts, line graphs, and pie charts are commonly used to represent sales metrics such as revenue, sales volume, and conversion rates.

- Create dashboards

Build interactive dashboards that display key sales metrics in real-time. Dashboards allow users to customize their views, drill down into specific data points, and track performance against targets. This provides a comprehensive and visually appealing overview of sales performance.

- Use color coding

Utilize color coding to highlight important information or trends in your sales metrics. For example, use green to indicate positive performance and red for negative performance. This helps draw attention to key insights and makes it easier for the audience to quickly understand the data.

- Incorporate info graphics

Create visually appealing info graphics that combine images, icons, and text to present sales metrics in a concise and engaging manner. Info graphics can be used to showcase key statistics, compare performance over time, or illustrate the sales process.

- Use data visualization tools

Take advantage of data visualization tools like Tableau, Power BI, or Google Data Studio to create interactive and visually appealing presentations of your sales metrics. These tools allow you to easily connect to data sources, build custom visualizations, and share your presentations with others.

- Present trends and patterns

Use line graphs or scatter plots to present trends and patterns in your sales data. This can help identify seasonality, identify areas of growth or decline, and guide strategic decision-making.

- Provide context

When presenting sales metrics, provide context by including benchmarks, industry averages, or historical data. This helps the audience understand how the current performance compares to past performance or industry standards.

- Keep it simple

Avoid overcrowding your visual presentations with too much information. Stick to the most relevant and important sales metrics and present them in a clear and concise manner. This ensures that the audience can easily digest the information and focus on the key takeaways.

- Highlight achievements

Highlight achievements use visual presentations to showcase sales achievements and milestones. This can be done through the use of progress bars, badges, or awards. Celebrating successes can motivate the sales team and inspire them to continue performing at a high level.

C. Use storytelling techniques

Incorporate storytelling techniques into your visual presentations to make the sales metrics more relatable and engaging. Tell a story about how the sales metrics have evolved over time, the challenges faced, and the strategies implemented to achieve success. This helps create an emotional connection with the audience and makes the data more memorable.

- customer testimonials

To add credibility and demonstrate the impact of sales metrics, include customer testimonials or case studies in your visual presentations. This provides real-life examples of how the sales metrics have positively influenced customers and can help build trust with the audience.

- Use animated visuals

Incorporate animated visuals, such as animated charts or graphs, to make your visual presentations more dynamic and visually appealing. This can help capture the audience's attention and maintain their interest throughout the presentation.

- Provide actionable insights

Alongside presenting sales metrics, provide actionable insights or recommendations based on the data. This helps the audience understand how the metrics can be used to drive improvements or make informed decisions. Providing clear next steps can encourage the audience to take action based on the presented metrics.

- Use a consistent visual theme

Use a consistent visual theme throughout your presentation to create a cohesive and professional look. This includes using consistent colors, fonts, and formatting styles. A visually appealing and well-designed presentation can enhance the credibility and impact of the sales metrics.

- Practice effective data storytelling

When presenting sales metrics, use effective data storytelling techniques to engage and captivate the audience. This involves structuring your presentation in a narrative format, using anecdotes or examples to illustrate key points, and using visuals to support and enhance the story being told.

- Identify challenges and solutions

Address challenges and obstacles your team has encountered during the reporting period. Explain the actions taken or strategies implemented to overcome these challenges. This demonstrates proactive problem-solving and provides transparency to stakeholders.

D. Challenges sales metrics

- **Data overload:** Sales metrics can often be overwhelming and difficult to comprehend, especially when presented in large quantities or complex formats.

- **Lack of engagement:** Traditional methods of presenting sales metrics, such as spreadsheets or text-heavy reports, can be boring and fail to capture the attention and interest of the audience.
- **Misinterpretation of data:** Without proper context or explanation, sales metrics can be misinterpreted or misunderstood, leading to ineffective decision-making.

E. Solutions sales metrics

- Simplify and summarize

Break down complex sales metrics into easily digestible chunks and highlight the most important information. Use visual representations, such as charts or graphs, to simplify and summarize the data.

- Use interactive tools

Incorporate interactive elements, such as clickable dashboards or interactive infographics, to engage the audience and allow them to explore the sales metrics at their own pace.

- Provide context and explanations

Clearly explain the meaning and significance of each sales metric, providing context and insights into the factors that may have influenced the results. This helps prevent misinterpretation and ensures that the audience understands the data accurately.

- Address potential objections or concerns

Anticipate any objections or concerns that the audience may have regarding the sales metrics and address them proactively. This can be done through providing additional data, explaining any limitations or caveats, or offering alternative perspectives.

- Seek feedback and collaboration

Encourage the audience to provide feedback or ask questions during the presentation, fostering a collaborative environment where different viewpoints and interpretations can be discussed. This helps ensure that everyone is on the same page and increases the effectiveness of the communication of sales metrics.

F. Provide comparative data

Include benchmarks or industry averages to provide context and allow the audience to compare their performance against others.. This could involve comparing current sales performance with the previous reporting period, the same period in the previous year, or against industry benchmarks. Comparative data helps stakeholders assess trends and measure improvements.

- **Use storytelling techniques:** Incorporate storytelling techniques to make the sales metrics more relatable and memorable. Use real-life examples or case studies to illustrate the impact of the data and make it more meaningful to the audience.
- **Tailor the presentation to the audience:** Customize the presentation of sales metrics to suit the specific needs and interests of the audience. Consider their level of expertise, their roles and responsibilities, and their specific objectives to ensure that the information is relevant and valuable to them.
- **Provide actionable insights:** Instead of just presenting raw data, provide actionable insights and recommendations based on the sales metrics. This helps the audience understand how they can use the data to drive improvements or make informed decisions.
- **Continuously improve communication:** Regularly seek feedback from the audience on how the sales metrics are being communicated and make adjustments accordingly. Experiment with different formats or approaches to find what works best for your specific audience.

G. Offer insights and analysis

Provide insights and analysis on the sales progress and trends observed. Explain the factors driving success or hindering performance. This could include market dynamics, customer feedback, competitive landscape, or changes in the sales process. Insights offer a deeper understanding of your team's progress.

- **Use visual aids**

Utilize charts, graphs, and other visual aids to present the sales metrics in a clear and easily understandable format. Visuals can help the audience grasp complex information more easily and make the data more engaging.

- **Highlight key takeaways**

Summarize the most important findings or key takeaways from the sales metrics presentation. This can help the audience focus on the most critical information and remember it more effectively.

- **Provide context**

Explain the context in which the sales metrics were collected and analyzed. This can include information about market conditions, industry trends, or internal factors that may have influenced the results. Providing context helps the audience better understand the significance of the data and its relevance to their own situation.

- **Use a variety of communication channels**

Consider using different communication channels to present sales metrics, such as in-person meetings, written reports, or online dashboards. Different individuals may prefer different formats, so offering a variety of options can ensure that the information reaches and resonates with a wider audience.

- **Keep it concise**

Avoid overwhelming the audience with too much information. Keep the presentation concise and focused on the most relevant metrics and insights. This can help maintain the audience's attention and prevent them from becoming overwhelmed or disengaged.

- **Use language that is easily understood**

Avoid using technical jargon or complex terminology that may confuse or alienate the audience. Use language that is easily understood by all members of the audience, regardless of their level of expertise or familiarity with sales metrics.

- **Show progress over time**

Whenever possible, show how the sales metrics have changed over time. This can help the audience see the progress or improvements that have been made and can motivate them to continue working towards their goals.

- **Be transparent**

Be open and honest about the limitations or uncertainties associated with the sales metrics. If there are any caveats or potential biases in the data, make sure to disclose them. Being transparent builds trust and credibility with the audience.

- **Follow up**

After presenting the sales metrics, follow up with the audience to ensure that they understood the information and address any questions or concerns they may have. This can help reinforce the key messages and ensure that the data is being properly interpreted and utilized.

- **Share individual performance**

Highlight individual sales team members' achievements to recognize outstanding performance and motivate the entire team. Acknowledge top performers, share success stories, and encourage knowledge-sharing among team members. This can help them understand their own contributions to the overall sales performance and identify areas for improvement

- **Provide constructive feedback**

When sharing individual performance data, offer constructive feedback to help team members understand their strengths and weaknesses. This can help them make necessary adjustments and improve their performance in the future.

- **Recognize achievements**

Highlight and celebrate individual achievements based on the sales metrics. Recognizing and rewarding outstanding performance can motivate team members and encourage them to continue delivering exceptional results.

- **Offer support and resources**

If the sales metrics reveal areas where team members are struggling, provide them with the necessary support and resources to help them improve. This can include additional training, coaching, or access to tools and technology that can enhance their performance.

- **Encourage collaboration**

Use the sales metrics presentation as an opportunity to foster collaboration among team members. Encourage them to share best practices, learn from each other's successes, and work together to overcome challenges.

- **Set realistic goals**

Based on the sales metrics, set realistic and achievable goals for individuals or teams. Clear goals can provide direction and motivation for team members to strive for better performance.

- **Monitor progress**

Continuously monitor individual performance based on the sales metrics and provide regular updates to team members. This can help them track their progress, identify areas for improvement, and stay accountable for their results.

- **Offer coaching and development opportunities:**

Use the sales metrics as a basis for identifying areas where team members can benefit from coaching or development opportunities. This can help them enhance their skills and knowledge, leading to improved performance.

- **Foster a culture of continuous improvement**

Encourage team members to view the sales metrics as a tool for continuous improvement. Emphasize the importance of learning from past performance and using the data to drive future success.

- **Provide ongoing support**

Even after the initial presentation of sales metrics, continue to provide ongoing support and guidance to team members. This can include regular check-ins, performance reviews, and opportunities for feedback and discussion.

Actionable recommendations

Provide actionable recommendations for improving sales performance. Based on the analysis of progress and challenges, suggest strategies or initiatives to capitalize on strengths and address

weaknesses. These recommendations demonstrate your team's commitment to continuous improvement.

- **Set Clear Goals**

Clearly define your short-term and long-term goals. This will help you stay focused and motivated towards achieving them.

- **Prioritize Tasks**

Make a to-do list and prioritize your tasks based on their importance and urgency. This will help you stay organized and ensure that you tackle the most critical tasks first. When it comes to urgent and important tasks, it's crucial to focus on them first to ensure timely completion and avoid any negative consequences. Here is a suggested priority order for such tasks:

- ✓ Critical Deadline
- ✓ Crises or Emergencies
- ✓ High-Impact Projects
- ✓ Time-Sensitive Tasks
- ✓ Important but Not Urgent



Figure 3.5 Prioritize Tasks

Time Management: a crucial skill for maximizing productivity and achieving your goals, where you work for a focused period and take short breaks in between. This can improve productivity and prevent burnout.

- ✓ Set Clear Goals
- ✓ Prioritize Tasks
- ✓ Create a Schedule
- ✓ Avoid Multitasking
- ✓ Minimize Distractions
- ✓ Delegate and Outsource
- ✓ Take Breaks and Rest
- ✓ Review and Reflect

Delegate and Outsource: Identify tasks that can be delegated or outsourced to others. This will free up your time and allow you to focus on more important or specialized tasks.

Continuous Learning: Embrace a growth mindset and invest in continuous learning. Enhance your skills and knowledge through courses, workshops, or reading relevant books. This will help you stay competitive and adapt to changing circumstances.

Build a Support Network: Surround yourself with like-minded individuals who can support and motivate you. Networking and collaborating with others can open up new opportunities and provide valuable insights.

- **Take Care of Yourself:** Prioritize self-care by getting enough sleep, eating a balanced diet, and engaging in regular exercise. Taking care of your physical and mental well-being is crucial for maintaining productivity and overall happiness.
- **Seek Feedback:** Be open to receiving feedback from others, whether it's from colleagues, mentors, or clients. Constructive feedback can help you grow and improve your performance.
- **Embrace Technology:** Take advantage of technology tools and apps that can streamline your workflow, automate repetitive tasks, and improve efficiency.
- **Reflect and Adapt:** Regularly reflect on your progress and make adjustments as needed. Be flexible and willing to adapt your strategies based on new information or changing circumstances.

Tailor reports to audience

Consider the needs and expectations of your audience when crafting the sales progress report. Adapt the level of detail, format, and language to suit the specific stakeholders, such as executives, managers, or investors. Tailoring reports to your audience is an important aspect of effective communication. Here are some actionable recommendations to help you in this regard:

- **Understand Your Audience**

Before preparing a report, take the time to understand who your audience is. Consider their roles, responsibilities, knowledge level, and expectations. This will help you create a report that is relevant and valuable to them.

- **Identify Key Information**

Determine the key information that your audience needs to know. Focus on the most important findings, insights, or recommendations that will be meaningful to them. Avoid overwhelming them with excessive details or irrelevant data.

- **Use Clear and Concise Language**

Use language that is clear, concise, and easily understandable. Avoid jargon or technical terms that your audience may not be familiar with. Explain complex concepts or terms in a simple and accessible manner.

- **Structure Your Report Appropriately**

Organize your report in a logical and coherent manner. Use headings, subheadings, and bullet points to make it easy for your audience to navigate and skim through the report if needed. Consider using visual aids such as charts, graphs, or tables to present data in a visually appealing way. When it comes to structuring a report, it is important to follow a logical and organized format.

Here is a recommended structure for your report:

- ✓ Title Page
- ✓ Table of Contents
- ✓ Executive Summary

- ✓ Introduction
- ✓ Methodology
- ✓ Findings/Results
- ✓ Analysis and Interpretation
- ✓ Recommendations
- ✓ Conclusion
- ✓ References
- ✓ Appendices
- **Customize the Level of Detail**

Adjust the level of detail based on your audience's needs. Some individuals may require a high level of technical detail, while others may prefer a more summarized and high-level overview. Strike the right balance to ensure your report is informative but not overwhelming.

- **Highlight Key Insights and Recommendations**

Clearly highlight the key insights or recommendations that are relevant to your audience. Clearly state the implications of your findings and provide actionable recommendations that they can act upon. Use visuals or call-out boxes to draw attention to important points.

- **Provide Context and Background**

Provide the necessary context and background information to help your audience understand the purpose and significance of the report. This can include the methodology used, relevant industry trends, or any other relevant information that adds clarity to the findings.

- **Seek Feedback**

If possible, seek feedback from a representative of your intended audience before finalizing the report. This will help you ensure that the report meets their needs and addresses any specific concerns or questions they may have.

SELF- CHECK THREE

PART I. CHOOSE THE BEST ANSWER FROM THE GIVEN ALTERNATIVE

1. A specific timeframe during which sales performance and progress towards personal sales

Targets

- | | |
|---------------------|----------------------|
| A. Sales report | C. Sales audit |
| B. B. Sales tactics | D. Sales performance |

2. Which one is the most important task on your priority

- | | |
|-------------------------|-------------------------|
| A. Time-Sensitive Tasks | C. High-Impact Projects |
| B. Critical Deadline | D. All of the above |

3. All are logical and organized format of report except

- | | |
|--------------------------------|----------------------|
| A. Executive Summary | C. Recommendations |
| B. Analysis and Interpretation | D. Review Literature |

4. Which of the following is not challenges for the sales metrics:

- | | |
|-----------------------|------------------------------|
| A. Data overload | C. Misinterpretation of data |
| B. Lack of engagement | D. Seek feedback |

PART II. MATCHING

- | | |
|--------------------------------------|-------------------------------------|
| _____ 1. Attainment of sales targets | A. Misinterpretation of data |
| _____ 2. Reporting period | B. Prioritize Tasks |
| _____ 3. Challenges sales metrics | C. Set Realistic and Specific Goals |
| _____ 4. Time management | D. Specific timeframe |

PART-III. EXPLAIN

1. What are the recommended structure for report

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