Distributor Weekly Tracker

Check list

Week starting   From: _____   To :_____

(Following deliverables needs to be checked by the distributor who follows the Channel of Distribution mode of Selling on a weekly basis.)

1. MARKET PENETRATION & CHANNEL EXPANSION
   a) New dealers appointed in the market
   b) New routes / beats added to existing journey cycles
   c) New sub dealers appointed by the dealer, thereby opening up sub-routes / beats
   d) New FOS(Feet on Street) appointed by Distributor in the market to service dealers
   e) New FOS (Feet on Street) appointed by Dealer in the market to service sub-dealers
   f) No of dealers for whom the periodicity of supply has increased

2. MARKET SERVICES
   a) Display points in the market   (Total no= _____) (Increment by _____ %age)
   b) Total value of supply in the market during the week = Rs _____
   c) Total value of collection in the market during the week = Rs _____
   d) Total no of delivery requests which could not be entertained = _____
   e) Total no of deliveries which were made during the week = _____

3. COMPETITION MAPPING
   a) Total no of competing brands selling in the market = _____
   b) Total no of new brands introduced in the market in the last one week = _____
      (Give details of brands, if any)
   c) Market movement made by competing brand in the market in the last one week
      - Pricing
      - Product
      - Place
      - Promotion
      - Packaging
      - Positioning
      - People
   d) Action, if any, against competition in the last week

4. CHANNEL ENGAGEMENT
   a) No of existing channel partners visited by
      - Distributor   _____

- Sales Team _____
b) No of new channel partners visited by
- Distributor _____
- Sales Team _____
c) No of Joint market calls in the sub-dealer category along with dealers team _____
d) Role plays conducted with Dealers salesperson   YES/ NO   If yes, how many? _____

5. ALTERNATE TRADE CHANNEL(S)
   a) No of existing ATC types
   b) New no of ATC types added during the week
   c) No of existing ATC counters
   d) New ATC counters added during the week

6. MARKETING COMMUNICATION (MARCOM.)
   a) No of planned ATL for the week
   b) No of planned BTL for the week
   c) No of actual ATL for the week
   d) No of actual BTL for the week

7. AGE ANALYSIS OF CUSTOMERS
   a) No of dealers in 15 days basket _____
   b) No of dealers in 30 days basket _____
   c) No of dealers in > 30 days basket _____

8. CHANGE MANAGEMENT
   a) Any existing activity that was done in a "changed" way in the last week _____
      (IF yes, elucidate the same)
   b) Any activity that you intend to do in a "changed" way in the next week _____

9. MARKET VISITS (HOURS)
   a) Total no of hours invested in the market by sales team _____
   b) Total no of hours invested in the market by distributor _____
   c) Total no of hours invested in the market by brand owners(Principals) _____
   d) Total no of hours invested in the market by channel partners _____

10. CUSTOMER SATISFACTION INDEX(CSI)
    a) What was the CSI at the beginning of the week ? _____
    b) What is the CSI at closing of the week? _____

11. PROMISE QUOTIENT(PQ LEVEL)
    a) Total no of promised made during the week _____
    b) Total no of promises kept by distributor and his team _____
    c) PQ level _____

12. LOST CASE ANALYSIS
   a) Total no of cases lost in the last week _____
   b) Total no of cases abandoned by distributor in the last one week _____

13. COMPLAINT LOG BOOK
   a) Total no of complaints received by the distributor during last week _____
   b) Total no of complaints resolved in TAT (Turn Around Time) during last one week _____

14. LEARNING AND DEVELOPMENT (L&D)
   a) No of L&D initiatives taken during last one week
      - For Self _____
      - For Team _____
      - For Channel _____