



The Sales Managers Check list FMCG

This is the daily check list for a front line Sales Manager who works in FMCG Channel mode of distribution.

- Report to office 30 minutes before others reach office and visualise your plan for the day with your eyes closed.
- Submit reports and meet your boss for 30 minutes.
- Leave office premises latest by 1030am and reach the market by 11am.
- Spend 30 minutes on the beat that you are going to work on today. In my field days , I just used to walk around the beat and get a feel about the same.
- Meet the distributor at 11 am and find out following:
 - Secondary sale of yesterday (Check this from the Delivery challan book of distributor)
 - “Missed deliveries” of yesterday (Cross check actual deliveries of yesterday with orders booked by you)
 - Discuss Marketing initiatives with distributor
- Jointly work with the Sales / Delivery clerk of distributor on his planned beat for the day
- Review your day with the distributor / his support staff in terms of
 - Secondary sales made today
 - Run Rates of Sales required
 - Plans for achieving this
- Reporting at office
- At least twice a week, move around on market beats / routes for an hour to observe
 - Market Visibility
 - Market Penetration
 - Competitors movement
- Spend half a day, once in a week (Saturdays) when you should plan for the next week and review last week.