

Sales Managers Work on a Beat

CHECKLIST

When a Sales Manager visits retail counters as per beat & route maps, the following questions will serve as a guide on KRA's:

VISIBILITY

1. What is the most visible brand at the counter?
 - a) Eye Ball Level
 - b) Vertical space
 - c) Horizontal space
2. Is the visibility paid for by the respective brand?
 - a) How much?
 - b) By whom?
 - c) Since when?
3. If not paid for, is the visibility because of availability of better Visual Merchandise?
 - a) Take photo
 - b) Take sample
4. What is the going rate per sq feet for eye ball level visibility on display counters?
 - a) Desire of retailers
 - b) Offer from competitors
5. Is it worth investing on visibility in this counter? If yes. Why?

STOCK

1. What categories of goods does this counter have the potential to sell?
2. Is there any particular SKU that moves in this counter?
3. When and how much was the last billing done by the company to this counter?
4. When and how much was the last billing done by the competitor to this counter?
5. What is the demand pattern on this counter?

- a) Regular
 - b) Sporadic
 - c) Season driven
6. Is there any non-moving stock on this counter? What can the company do for the same?
 7. Is there any need for an in shop promoter to push the stocks?
 8. Will some kind of scheme help in pushing the no- moving stocks out?

DISTRIBUTOR'S PERFORMANCE

1. How often does the distributor service this beat??
2. Is there any service complaint for the distributor?
3. Does the distributor provide all SKU' demanded by retailer on time?
4. Does the distributor ensure that all VM material reaches the retailers on time?

SCHEMES AND OFFERS

5. What are the schemes running in this counter?
6. Is there any old scheme related credit note pending for settlement with the company?
7. Which of the schemes, pre-approved by company that can be floated in this counter right now?
8. What is the retailer's interest in promoting schemes and offers? Is he ready to invest in more stocks if some special schemes and offer is given to the retailer?
9. What are the schemes and offers running in the counter from competition? Take sample and proof of each offer.
10. What is the trend of increment in sale Vis a Vis a given scheme or offer at a given retail counter? If yes, collect data.
11. Is there any need to design an incentive scheme especially for this counter? If yes, give justification for the same.

BUSINESS INTELLIGENCE

1. What is the counter share of competition?
 - a) Organised

- b) Un organised
- 2. What SKU's are moving?
- 3. How does the MRP compare?
- 4. What are the dealer margins being given?
- 5. How does the sale figure of the counter compare for various brands and companies?
- 6. Who is the sales manager(s) from competition?
- 7. What are the brand initiatives, if any, to promote business?
- 8. Does the physical stock verification tally with the verbal claims on stocks from the counter manager?
- 9. What are the non-moving stocks (SKU's) of competition?
- 10. Is there any competition sample to be collected from market for onward transfer to your product development team in your HO?

FINANCE

- 1. Is there any pending Debit note or Credit note for settlement with the company? If yes, collect details.
- 2. Is there any need for increasing/ decreasing the credit limit of the retailer?
 - a) Temporary
 - b) Permanent
- 3. The company has been helping the retailer from time to time with loading and off-loading charges etc. Is the retailer aware of these initiatives of the co or not?
- 4. Is there any outstanding payment for the given counter? If yes, how much and what is the vintage?

Note:

The Sales Managers takes a download from the distributor before going for a market visit on a given route. Based on this download, a Sales Manager selectively chooses the questions to be asked to a retailer.