



Sales Management Review Chart

1. Name of organization: _____
2. What do you sell? _____
- 3, Total no of employees in the sales team: _____
4. Please draw an organization chart below clearly showing the entire sales team and top management.

(Please use extra sheet, if required, to draw the organogram.)

5. While recruiting a member of the sales team, do you have a reference table on competency aspired? If yes, please attach the same with this form. If no, on what basis do you recruit new members in your sales team?

6. Once, recruited do you have a structured induction program for the new recruit in your sales team? If yes, please attach the same. If no, how do you treat your new member of the sales team for the first one month?

7. What are the pre requisites before you allow a new recruit to make a sales call on their own? Please use the following parameters to frame your reply:

- a) Product Knowledge
 - b) Soft skills
 - c) Knowledge of sales process
 - d) Understanding of the importance of Prospecting
 - e) MNOC (Min no of Calls) per Day
8. What is the process of target setting in your organization?
- a) Divide total target amongst sales persons available
 - b) Divide total target as per competency of sales persons
 - c) None of the above. If this option is ticked, please explain the
Process of target setting in your organization:

9. Have you assigned roles and responsibilities for each sales person in your team? If yes, please attach the document for our perusal.

10. What parameter do you choose while fixing responsibilities of a sales team member? a) Input b) Output
- (Example: A sales target of 10units per month is an output based responsibility whereas a target of making 20 calls per day in the right segment is an input based job responsibility)*
11. How does your salesperson start a typical day?
- a) Morning review of yesterday's performance
 - b) Reminder of today's expected performance
 - c) A combination of a) and b)
 - d) None of the above. If this is true, please explain below as to how your salesperson starts his typical day.
12. What are your mechanisms to monitor a salespersons work during the day?
- a) Policing
 - b) Spying

- c) None of the above. If this is true, please elucidate your on field monitoring mechanisms.
13. How does your salesperson end a typical day in the office/field?
- a) Writing and submitting DSR(Daily Sales Report)
 - b) Review meeting on the days performance with sales manager
 - c) None of the above. If this is true, please explain as to how your sales team ends a typical day
14. How do you ensure that your salesperson has downloaded all relevant information from the field into your MIS on an “Everyday” basis?
- a) Update a CRM software available in-house
 - b) Update DSR filled by salespeople into a centralized MIS
 - c) Nothing is being done right now
 - d) None of the above. If this is true ,please explain the process followed by your team for fulfilling this objective.
15. Do you incentivize your sales persons? Yes / No
- If yes, why do you do this?
- a) Incentives motivate a sales team
 - b) Give more money/ facilities to people who are performing
 - c) Motivator for other non performing members in the team
 - d) Never thought of the reasons
16. What is the periodicity of incentives given by you?
- a) Daily
 - b) Weekly
 - c) Monthly
 - d) Quarterly
 - e) Annually
 - f) All of the above
 - g) None of the above
17. How many members of your sales team have grown in the past with you due to good cash incentives being given?

18. How many members of your sales team have left you in the past after Having earned good amount of incentives?
19. What do you do with a non performing sales person in your office?
 - a) sack him/her
 - b) rotate his responsibility to some other function
 - c) evaluate reasons for non performance and try to retrain,reinduct
 - d) no need to sack. Non performing executives themselves cease to come
 - e) all of the above
20. What are the assessment metrics for a sales person in your team?
 - a) No of units sold to an existing customer
 - b) No of units sold to a new customer
 - c) Average ticket size
 - d) MNOC (Min no of Calls made/day)
 - e) Hit Ratio (No of calls made / No of calls closed)
 - f) Information on competitors and market
 - g) Sincerity with which daily reporting is done and MIS updated
 - h) Attendance and Discipline in office
 - i) Willing participation in all training efforts of the organization
 - j) Prospecting efficiency
 - k) Ability to give a demonstration to the prospect
 - l) Closing efficiency
 - m) All of the above
 - n) You never thought of a structured assessment metric for your sales team
21. If you have a performance appraisal system for your sales team, please attach the same here for our perusal.
22. How do you develop the incentive schemes for your sales team?

- a) value growth
 - b) number growth
 - c) new market growth
 - d) customer retention maximization
 - e) brand equity growth
 - f) all of the above
 - g) none of the above
23. How do you spend quality time with your team?
- a) Party hard
 - b) Learning and Development
 - c) Sponsor foreign trips
 - d) Nothing defined
24. Do you have an employee retention program in place? YES/ NO
- If yes, what is it based on?
- a) Job rotation
 - b) Accommodation of the employees demand, as far as possible
 - c) Never thought of it
 - d) No written policy on this
25. Once the sales person joins your organization, across levels, does he have a clear idea about his growth matrix in your organization?
- If yes, please share the matrix with us.
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