

DEPARTMENTAL OBJECTIVES

Department: Sales

Year: 2021

Last Updated on: 20-12-2021

Obj. No	Objectives	Key Actions	Responsible	Target Date	Recourse (If any)	Status
1.	Overall Sales should increase 30% by this year.	<ul style="list-style-type: none"> Contacting new customers. Proper follow up for orders from existing customers. 	Respective Sales Person	31-12-2021		Done
2.	Recovery should increase 25% by this year.	<ul style="list-style-type: none"> Proper follow up from existing customers. 	Respective Sales Person	31-12-2021		Done
3.	Receivable aging should be less than 45 days.	<ul style="list-style-type: none"> By conveying advantages of credit limit less than 45 days to the customer. By identifying customers that work on low credit limits. 	Respective Sales Person	31-12-2021		In-Process
4.	No single ledger should be un-reconciled.	<ul style="list-style-type: none"> By checking ledger after every entry at yours and customer end. 	Respective Sales Person	31-12-2021		In-Process

Prepared By (HOD):

Approved By (GM/MD/CEO):