| **Department: Sales Year: 2022 Last Updated on: 14-02-2022** | | | | |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Obj. No** | **Objectives** | **Key Actions** | **Responsible** | **Target Date** | **Recourse**  **(If any)** | **Status** |
| 1. | Sales revenue should reach 4.5 billion. | * Contacting new customers. * Proper follow up for orders from existing customers. | Respective Sales Person | 31-12-2022 |  | In Process |
| 2. | Receivable aging should be less than 45 days. | * Classify customer into categories A – D. * Business or sales decision according to customer category. * Make a customer mix of cash to maximum 90 days and all together not more than 45 days. | Respective Sales Person | 31-12-2022 |  | In Process |
| 3. | 100% ledgers should be reconciled. | * By checking ledger after every entry at respective sales person and customer end. * To reconcile ledger at every 5th of each month. (Monthly Reconciliation) | Respective Sales Person | 31-12-2022 |  | In-Process |
| 4. | To enhance competency level, at least 5 sales persons will be trained this year in different training sessions. | * Make training plan. * Contacting some specialized persons of the field. | Sales Manager | 31-12-2022 |  | In-Process |

Prepared By (HOD): Approved By (GM/MD/CEO):