

Codes_demonstration

Rachel

2017

Introduction

In order to obtain the value of offer attractiveness & success value as well as to create instructor reports, the following codes are used. Please note that offer attractiveness will be produced for each account by every period(cycle); success value will be produced at the end of the programme. The coding process is mainly divided into 5 steps. From step 1, each step is preparation of the next step.

Tip: all values are calculated without considering weightage.

Step one

- Create a function for calculation by responsive curves (named **curve**)
- Define inputs from participant decisions as well as some default settings
- carry out data cleaning and formating
- to obtain: **name,volume,margin of available products; initial sales knowledge & product knowledge & motivation of available sales representatives; etc**

Step two

- calculate the following basic elements using inputs and defaults
- basic elements: **motivation; sales skills; product knowledge; time with account; strategy and cycle planning; KPI report analysis; administration; meeting with team; priority fit; promotional budget;**

Step three

- calculate the intermediate variables
- intermediate variables: **sales representative sales performance; field work; deployment quality; product knowledge; promotional support; past relationship;**

Step four

- calculate the intermediate variables
- intermediate variables: **sales performance; customer relationship; discount;**

Step five

- calculate **offer attractiveness; success value**