Answerable questions

Salesman KPI – Questions & Objectives Framework

This document defines a structured KPI framework for evaluating Salesmen and Dealers using internal reports and web intelligence.

Sample Salesman Reference: Ajay Tiwari (applicable to all salesmen)

FILES USED:

- Visit Report

- Dealer / Debtor List

- Receipt Report

- Sales Order Report

- Sales Report

- Salary & Expense Inputs

- Web Search Data

A. SALESMAN PRODUCTIVITY & ACTIVITY KPI

1. How many total visits did the salesman make this month vs last month?

2. What is the average visits per working day? 3. City-wise visit distribution (same city vs outstation). 4. Visit-to-order conversion percentage.

5. Average order value per visit.

6. Dealers visited but no order generated.

B. SALESMAN SALES PERFORMANCE

7. Total sales value & quantity (monthly / quarterly). 8. Month-on-month and quarter-on-quarter growth. 9. Salesman ranking vs others.

10. Product-wise sales trend (top & declining SKUs). 11. High-selling products not sold by the salesman.

D. DEALER COVERAGE & DISCIPLINE

   17. Dealers visited vs not visited.

18. Dealers not visited in last 30/60 days.

19. Bad-payment dealers list.

21. Good-payment but declining-sales dealers.

E. SALESMAN COMPARISON KPI

23. Compare salesmen on sales, growth, expenses,visits, conversion. (Partially available)

24. Identify top, average, and bottom performers.

F. DEALER PERFORMANCE & COHORT ANALYSIS

25. Dealers with declining sales.

27. Dealer cohort classification:

 - High sales + good payment

 - High sales + bad payment

 - Low sales + good payment

 - Low sales + bad payment

G. PRODUCT AFFINITY & CROSS-SELL

28. Product A buyers also buying which products? 29. Cross-sell suggestions for each dealer.

30. Dealers missing related products.

H. TERRITORY & MARKET INTELLIGENCE (WEB + INTERNAL)

32. City-wise dealer density mapping.

I. MANAGEMENT OUTPUT

35. Salesman health score.