

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.

C. EXPENSE & COST EFFICIENCY

12. Total monthly expenses (travel, stay, others).
13. Expense-to-sales ratio.
14. Comparison of expense efficiency vs other salesmen.
15. Salary + expense vs sales ratio.

D. DEALER COVERAGE & DISCIPLINE

16. Total assigned dealers.
17. Dealers visited vs not visited.
18. Dealers not visited in last 30/60 days.
19. Bad-payment dealers list.
20. Visit frequency to overdue dealers.
21. Good-payment but declining-sales dealers.
22. Repeated visits to same dealers / same city.

E. SALESMAN COMPARISON KPI

23. Compare salesmen on sales, growth, expenses, visits, conversion.
24. Identify top, average, and bottom performers.

F. DEALER PERFORMANCE & COHORT ANALYSIS

25. Dealers with declining sales.
26. Dealers with payment delays.
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)

31. Identify bicycle dealers from web for new territory.
32. City-wise dealer density mapping.
33. Missing cities with no dealers.
34. Route and tour planning suggestions.

I. MANAGEMENT OUTPUT

35. Salesman health score.
36. Actionable alerts:
 - Dealer overdue but not visited
 - Sales declining dealers
 - High expenses low output
 - Missed market opportunities

