



(Gradually enhancing capabilities)



Preface

Virat Kohli very well knows, how to play cricket? Still he keeps on doing the practice. Why? Because, practice is one of the critical ingredient of performance. Globally, emergence of euro, advent of new e-market era, countries like China entered in the periphery of WTO, Internally, Demonetization and GST market is full of ups and down. Amidst ambiguity, one thing is clear that competition in market place would be stiffer in coming days.

Therefore, as a sales person, we continuously hone our selling skills and functional knowledge. Here is the series of functional modules, "**Aarohanam**" which will be digitally delivered to you at a regular interval to ensure that your seats belts are fastened to take off.



Preface

Know your Business

- **Know your territory**
- Moment of Truth
- ROI
- Key Competitor
- Customer Profiling

Understanding Sales

- Sales Management
- Target Vs Ach.
- Stock updates
- Balance Confirmations

Key Sales Enablers

- Display and Merchandising
- ISD Management
- Relationship Management



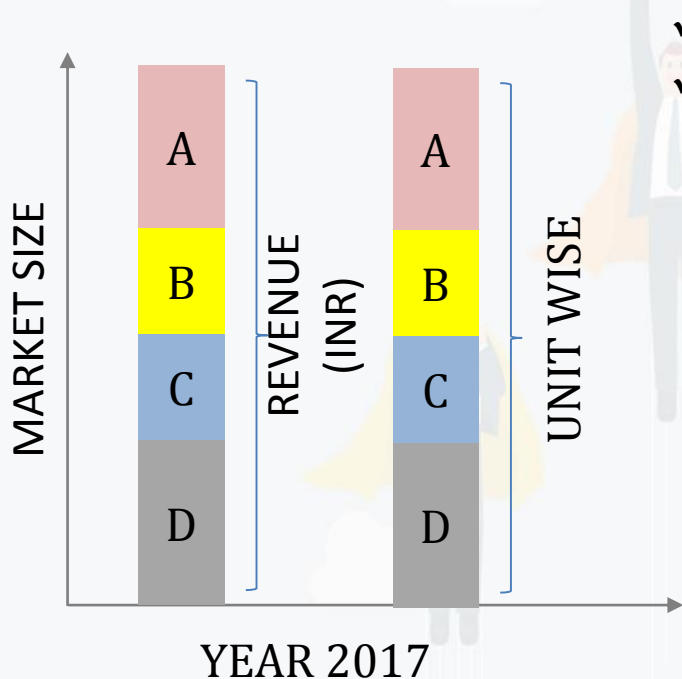
1.1 - Know your territory



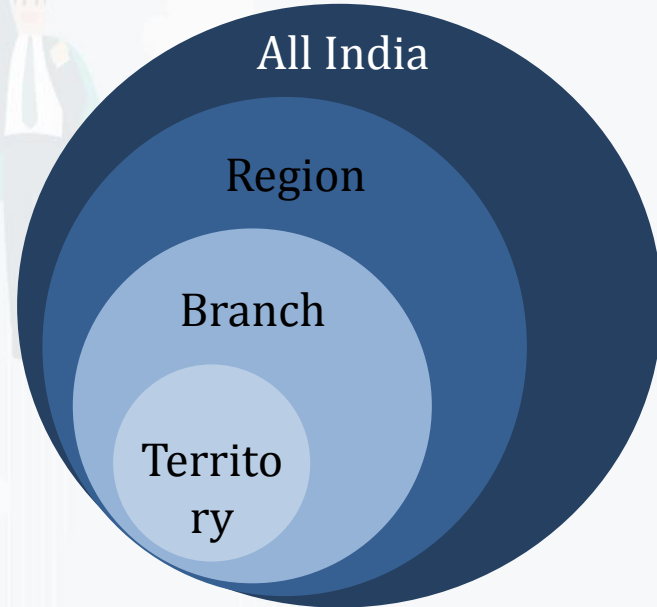


WHAT IS MARKET SIZE

Market size is the total market sales potential of all companies (Branded & Non Branded) put together, in a market, over a specified time period.



- ✓ Revenue Wise (INR)
- ✓ Unit Volume Wise





WHAT IS MARKET SHARE

A company's market share is its portion/percentage of total sales in relation to the market it operates over a specified time period.

It represents the percentage of market controlled by your **Company/ Division/ Vertical** in comparison to Total market comprised of all the players (branded and non-branded) in the category

Market Share (Unit Volume)



- Videocon
- Competition 1

Market share is calculated by taking the **Company's sales over** the period and dividing it by the **Total sales of the industry** over the same period.

$$\text{Market share} = \frac{\text{Company's sale}}{\text{Total sales of the industry}} \times 100$$



Market Share can be primarily calculated in two ways

Location Based

- Pan India
- Region wise
- State Wise
- Territory Wise

Product Based

- FPD wise
- Refrigerator wise
- Washing Machine wise
- AC Wise



WHAT IS BRANCH PRODUCTIVITY

Branch Productivity is the revenue per person generated by the branch. It is calculated on cumulative basis

It is an important parameter for an organization to understand the viability of running a branch office. For Productivity Target – connect with Vertical HR

Branch Productivity is calculated by taking the **Branch Total sales for the period divided by Average Headcount of Sales team including Branch Manager for the period**

$$\text{Branch Productivity (in Lakhs)} = \frac{\text{Total Sales (in Lakhs)}}{\text{Av. Headcount of sales team including BM}}$$



CHANNELS AVAILABLE

SALES

DISTRIBUTOR

SUB- DEALERS

DIRECT DEALER

EXCLUSIVE

MBO

FOMT / MODERN TRADE

DIGITAL





DEALER UNIVERSE AND BILLING POINTS

➤ Dealer Universe

- Total number of potential business units/ entity/ points which involves in the act of wholesaling or retailing of consumer durables the defined territory

➤ Billing point

- Is an entity which place direct order to us within a stipulated period of time , make financial transactions to get our products for the purpose of direct or indirect trading. They are of 2 types:
 - Active Billing Points
 - Inactive / Dormant Billing Points

➤ Active Billing point

- All those parties / counters who have been billed / have done business with us at least once in past 6 months are called “Active Billing Points”(excluding one time parties)

➤ New Billing point

- Any entity who qualifies our dealer opening criteria and has placed the order for the 1st time for the purpose of trading is a new billing points
- Inactive / Dormant account revival is not a new billing point



**COMING
SOON!**

**MOMENT
OF
TRUTH**





thank
you