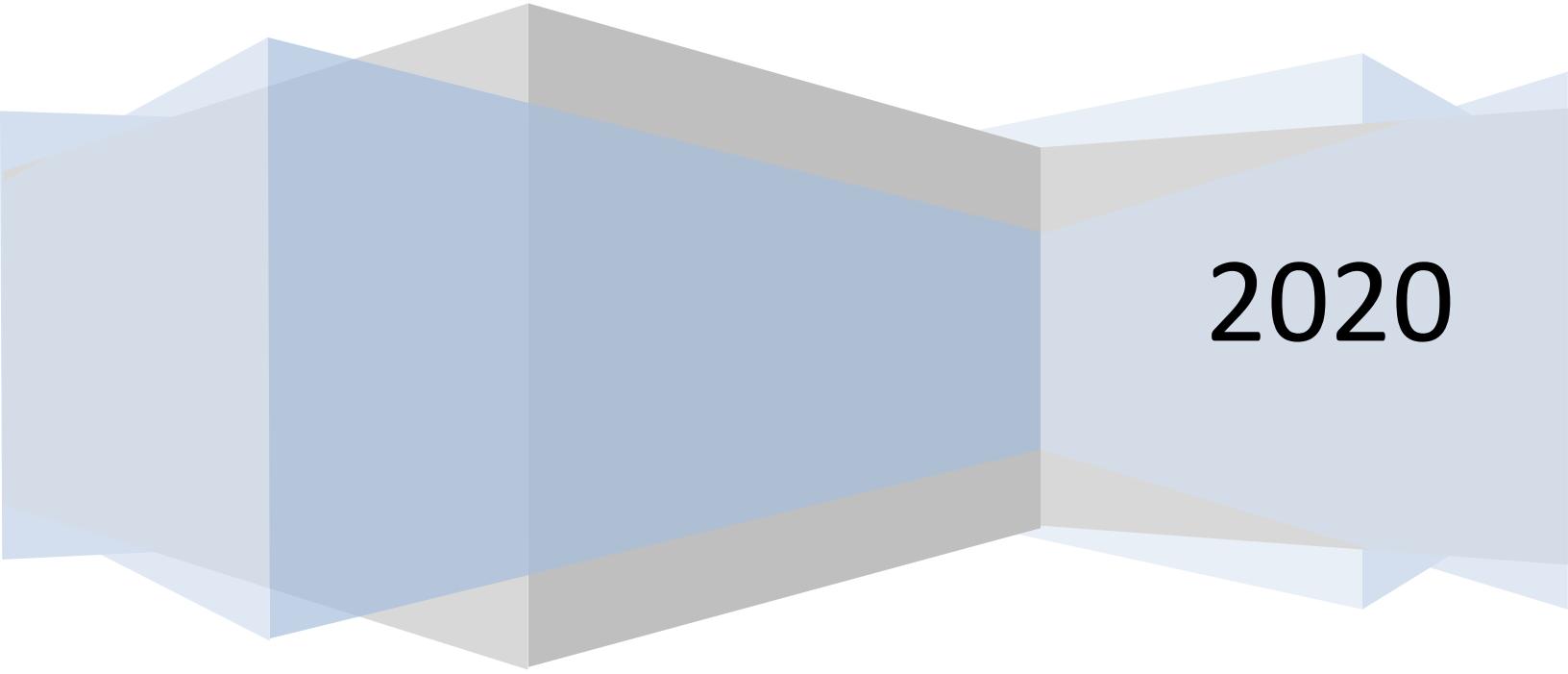


# **Sales Channel & Sales Capacity**

**Sales Department**

Mohamed Diaa



**2020**

## **Sales Channels**

- Each Channel will apply different sales approaches to the Customers.
- Each Channel will require different set of skills and knowledge of Sales staff.
- Each Channel will require a different degree of Customer knowledge.
- Each Channel will require different Sales processes.

### **The Scope of Channel Sizing**

**Criteria for Customer allocation to the specific Sales Channels must include:**

1. Competencies: - Enable the Sales Force to work effectively leveraging on their specific competencies.
2. Cost of Sale: - Ensure efficiency through the management of optimal and adequate Cost of Sale for the Market.
3. Customer Needs: - Capture all the knowledge about the Customer's needs to ensure Sales add value to the Customer and meet their needs.

### **1- The Sales Channels.**

#### **1.1 Industry Manager**

They manage Customers with more specialized and or customized requirements. A consultative and solution driven selling approach is required. This portfolio is driven by industries and or strategically important for the business or country.

#### **Industry Types:-**

- a. Finance Sector
- b. Oil, Gas and Petrochemical.
- c. Logistics and Telecommunication
- d. Healthcare
- e. Airline and Aviation
- f. Automotive Sector
- g. Government Institution
- h. High-tech

#### **Revenue Portfolio**

| Min A/C | Max A/C | Min Revenue per Customer | Max Revenue per Customer | Minimum Revenue by Portfolio | Maximum Revenue by Portfolio |
|---------|---------|--------------------------|--------------------------|------------------------------|------------------------------|
| 10      | 30      | 1000                     | 1500                     | 10,000                       | No Limit                     |

#### **Activity / Target**

|                 | KPI's   | Units   | Split   |
|-----------------|---------|---------|---|
| Customer Visits | 04      | Daily   | Acquisition - 40%<br>Development - 30%<br>Maintenance - 30% |
| Activated Wins  | 02      | Monthly | As per Revenue Threshold                                    |
| New Business    | 2000.00 | Monthly | BHD   |

## **1.2 Regular Customers Channel**

This Channel generally holds customers that do not require sophisticated needs as is with the National Channel.

There is no industry focus for these customers but a geographic territory focus is very critical.

This Channel Joint-Sells & offers Sales Leads to the Channels above it. [National]

**Under Regular Customers Channel will be having 4 categories**

- 1.2.1 Territory Manager
- 1.2.2 Account Executives (Field Sales)
- 1.2.3 Telesales Executives
- 1.2.4 Leads Qualifier

### **1.2.1 Territory Manager**

They manage Field Sales Account Executives in a designated territory allocated by area

They will handle their own portfolio of clients as well as will be responsible for the overall revenue of the team allocated.

**Revenue Portfolio**

| Min A/C | Max A/C | Min Revenue per Customer | Max Revenue per Customer | Minimum Revenue by Portfolio | Maximum Revenue by Portfolio |
|---------|---------|--------------------------|--------------------------|------------------------------|------------------------------|
| 10      | 30      | 1000                     | 1500                     | 10,000                       | 30,000                       |

**Activity / Target**

|                 | KPI's   | Units   | Split   |
|-----------------|---------|---------|---|
| Customer Visits | 05      | Daily   | Acquisition - 40%<br>Development - 30%<br>Maintenance - 30% |
| Activated Wins  | 02      | Monthly | As per Revenue Threshold                                    |
| New Business    | 2000.00 | Monthly | BHD   |

### **1.2.2 Account Executives (Field Sales)**

They manage Field Sales activities in a designated territory allocated by area

**Revenue Portfolio handled Per Executive**

| Min A/C | Max A/C | Min Revenue per Customer | Max Revenue per Customer | Minimum Revenue by Portfolio | Maximum Revenue by Portfolio |
|---------|---------|--------------------------|--------------------------|------------------------------|------------------------------|
| 30      | 110     | 100                      | 500                      | 3,000                        | 24,000                       |

### Activity / Target

|                        | KPI's   | Units   | Split   |
|------------------------|---------|---------|---|
| <b>Customer Visits</b> | 08      | Daily   | Acquisition - 40%<br>Development - 40%<br>Maintenance – 20% |
| <b>Activated Wins</b>  | 04      | Monthly | As per Revenue Threshold                                    |
| <b>New Business</b>    | 2000.00 | Monthly | BHD   |

### 1.2.3 Telesales Executives

They manage Sales activities by Tele calling potential customers in a designated and or open to all territory as required by the business.

#### Revenue Portfolio handled Per Executive

| Min A/C | Max A/C | Min Revenue per Customer | Max Revenue per Customer | Minimum Revenue by Portfolio | Maximum Revenue by Portfolio |
|---------|---------|--------------------------|--------------------------|------------------------------|------------------------------|
| 50      | 150     | 20                       | 100                      | 1,000                        | 9,000                        |

### Activity / Target

|                       | KPI's   | Units   | Split   |
|-----------------------|---------|---------|---|
| <b>Customer Calls</b> | 50      | Daily   | Acquisition - 40%<br>Development - 40%<br>Maintenance - 20% |
| <b>Activated Wins</b> | 06      | Monthly | As per Revenue Threshold                                    |
| <b>New Business</b>   | 1000.00 | Monthly | BHD   |

### 1.2.4 Lead Qualifier

They mail function is to generate leads from different sources (social media, internet, CS, Directories etc) qualify potential customers and feed the sales channels with qualified potential customers.

|                          | KPI's | Units   | Split |
|--------------------------|-------|---------|-------|
| <b>Customer Calls</b>    | 60    | Daily   |       |
| <b>Leads</b>             | 05    | Daily   | N/A   |
| <b>Lead Conversation</b> | 60%   | Monthly | N/A   |

## **2. General Rules and Regulation**

- a. Objectives and KPI's under this document reflects on to the individual Target Setting Document and will be monitored on a weekly / monthly basis.
- b. Achieving less than 85% of the monthly KPI's by month or quarter will be considered as inefficient performance and disciplinary actions will be taken as per the DVD
- c. Accounts that are below or above the threshold of revenue will be re allocated to other portfolios 2 times during the year.

## **3. Sales Channel Sizing Matrix:-**

Below Matrix determines the sizing requirement for the sales regular channel

|                             | ADD PORTFOLIO (IF)   |                    |         | NEW MIN<br>CRETERIA |
|-----------------------------|----------------------|--------------------|---------|---------------------|
|                             | Criteria<br>Accounts | Criteria Rev (BHD) | Min A/C | Min Rev<br>(BHD)    |
| <b>TERRITORY MANGER</b>     | >40                  | Or >45,000         | 10      | 10,000              |
| <b>ACCOUNT EXECUTIVE</b>    | >110                 | Or >24,000         | 20      | 3,000               |
| <b>TELE SALES EXECUTIVE</b> | >200                 | Or >9,000          | 30      | 1,000               |