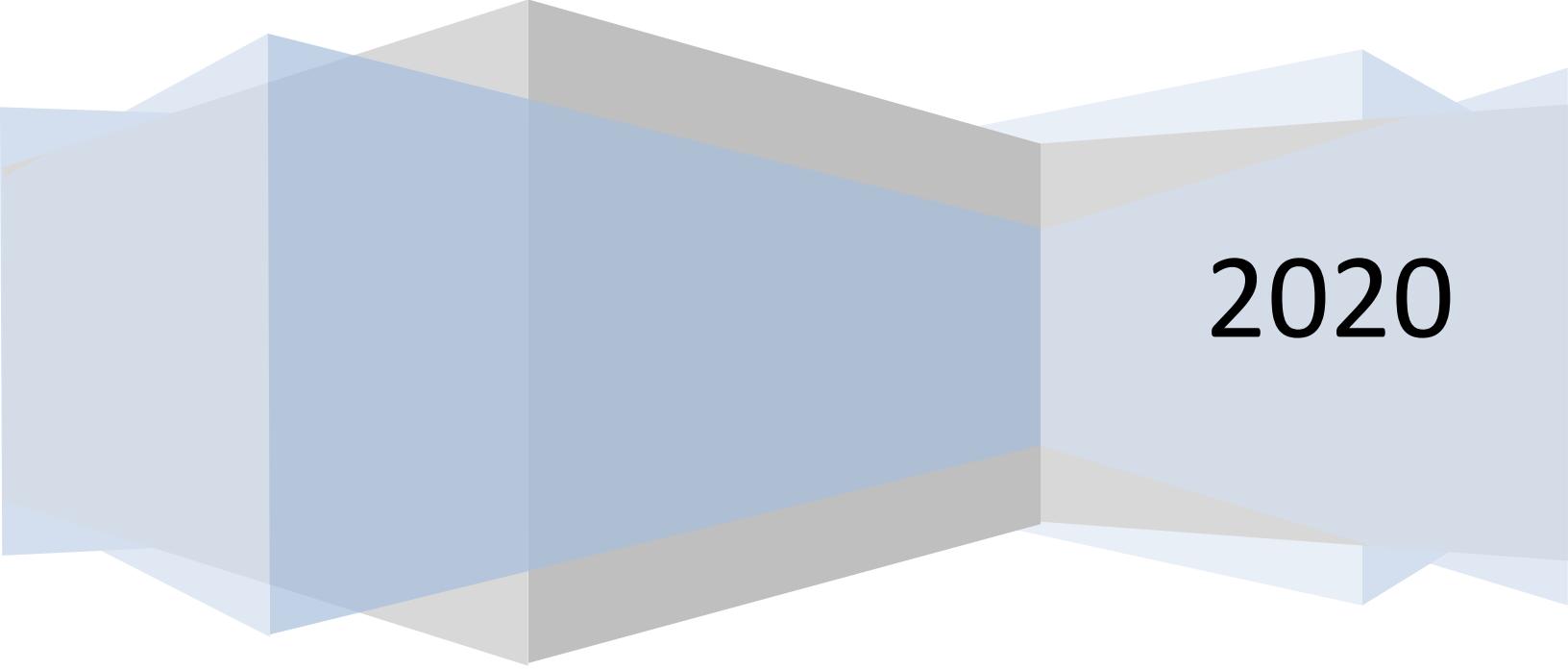


# **Sales Channel & Sales Capacity**

**Sales Department**

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**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% Development - 30% 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% Development - 30% 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% Development - 40% 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% Development - 40% 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 CRETERIA
	Criteria Accounts	Criteria Rev (BHD)	Min A/C	Min Rev (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