SALES FORCE MANAGEMENT 1: TERRITORIES AND PERFORMANCE

DESCRIPTION:

This module covers the concepts of sales territories, coverage, workload, sales objectives, performance, and compensation systems.

Sample question from problem set:

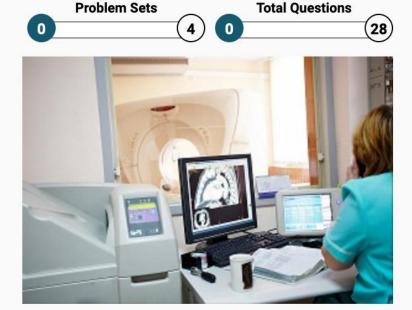
Course: Faculty Access (All Modules in Alphabetical Order) **Module:** Sales Force Management 1 / Problem Set ID: 1049

Kappatronics Medical Devices has 5 sales territories (Central, NE, NW, SE, and SW) with varying numbers of customer accounts in each. Accounts in all regions have an average buying power of **\$150,000**. The number of potential accounts in Central, NE, NW, and SW territories are **60**, **40**, **56**, and **68**, respectively. SE has sales potential of **\$4,200,000**. Management is considering eliminating the Central territory due to its location in the middle of the other four regions, and redistributing its accounts to the other 4 territories.

What is the sales potential of the Central territory?



Tutorial:21 slidesProblem Sets:4 problem sets; 28 questionsAverage Time:60 minutes



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