

SALES FORCE MANAGEMENT 1: TERRITORIES AND PERFORMANCE

DESCRIPTION:

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

Tutorial:

21 slides

Problem Sets:

4 problem sets; 28 questions

Average Time:

60 minutes

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?

  dollars (\$)

PS1 1 2 3 4 5 6 7

SUBMIT ANSWER

EXIT

Problem Sets **0** / **4** Total Questions **0** / **28**

