

SALES FORCE MANAGEMENT 2: PIPELINE ANALYSIS

DESCRIPTION:

This module covers the concepts of pipeline analysis, including the stages of lead, prospect, purchase, and postpurchase, CRM systems, sales forecasting techniques, sales force workload and sales force performance measures.

Tutorial: 22 slides
Problem Sets: 4 problem sets; 25 questions
Average Time: 129 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Sales Force Management 2 / Problem Set ID: 1053

Steve is a sales rep for Clearwater Purification Systems, a national manufacturer of residential water treatment systems. Steve makes a commission of **25%** on every system he sells, with a bonus of an additional **10%** commission on sales above **19** units per year. The systems are priced at **\$3,160** each. The variable cost for the systems (not including sales rep commission) is **\$1,110** each. Clearwater gathers leads from their website and homeshows and distributes them to the local sales reps based on geographic territory. Historically, Steve has a close rate of **12%** on the leads provided by Clearwater.

If Steve receives 500 leads from Clearwater, how many systems can he expect to sell based on his historical close rate?

  Systems

PS1 **1** **2** **3** **4** **5**

SUBMIT ANSWER

EXIT

Problem Sets **0** **4** **0** **Total Questions** **25**

