

Free evaluating sales persons effectiveness essay example

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Part A

One of the indicators that a sales manager would use to measure his or her team's effectiveness is quantity. By evaluating the numbers in his or her team, the facilities available and their level of expertise, he or she should set a target amount of work that the team should meet. If the target amount is reached or even surpassed, he or she should know the team is effective but if the target is not met, something must be done. Quality is another indicator that can help a sales manager to measure his or her team's effectiveness. He or she can know the sales team's effective through the rate of clients' approval and satisfaction. Timeliness is another indicator of sales team effectiveness (Vashisht, 2006). Effective sales team should make target number of sales in a target time frame.

Part B

It is evident that the first employee was not as effective as everyone thought. He was working in an extremely potential area despite the management lack of knowledge of this fact. As the sales manager, I would employ some unique evaluation criteria accurately to evaluate the individual performance of the particular employee.

- One of the assessment criteria would be to analyze his level of creativity. By doing this, I would be able to know if he were exploiting his creativity or if a more creative sales person would do better (Hunt, 2007).
- I would have assessed his aggressiveness in his job. That would have shown if his performance is as a result of his hard work or due to the potential of his area of operation.

- I would also have tried to know how he relates with existing and potential clients. By this, I would have compared his productivity with his outgoingness and find out if he were doing his best.

- I would have evaluated his development in his position of work. Over the year, the salesman should have been increasing his productivity due to the experience he gains.

I would carry an analysis of how he has adapted to his station and work. This would show if he is he is best for the environment or not.

References

Hunt, S. (2007). The Influence of Sales Management Control Systems on Salesperson Perceptions of the Organization. New York City: ProQuest.

Vashisht, K. (2006). A Practical Approach to Sales Management. New York City: Atlantic Publishers & Dist.