



Sales Force Performance Measurement

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Seminar paper from the year 2007 in the subject Business economics - Controlling, grade: 2,0, Heilbronn University, 5 entries in the bibliography, language: English, abstract: A very important part of managerial tasks is to measure the performance of their employees. The evaluation is necessary to attain the objectives of the company as possible deficits can be identified and steps can be taken against them (Jobber and Lancaster, 2003: 489). The performance measurement means to discover the strengths and weaknesses of the employees with the aim to improve their performance. The evaluation should also recognize and reward the success of the person evaluated and give him/her a clear feedback about the performance in order to support his/her development (Spiro, Stanton and Rich, 2003: 445). This study will focus on the performance measurement of the sales force, as the success of the sales department is decisive of the company's overall performance. In order to get motivated and qualified salespeople sales managers must not just analyze statistics but also need to give directions and the possibility of self-development (Spiro, Stanton and Rich, 2003: 441-442). Following, a process of measuring sales force performance will be pointed out which leads the sales manager through the evaluation. Afterwards, the importance of performance measurement within sales management will be shown and a conclusion will be drawn.

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