



“RETAIL SALES - REPORTING & KPI’S” (2 HOURS)

Audience: For retail proprietors, managers, department managers, supervisors or team leaders.

Formats: - Combined (to maximum of 20 participants).
- One-on-one with specialist AMT consultant.

Venue: - Combined - an external training venue.
- One-on-one - a suitable consulting environment.

“Sales - Reporting & KPI’s” is a comprehensive program that educates participants in all aspects of sales reporting. Not reporting sales to the team is like asking them to play a ball game without keeping the score – they never know whether they are winning or losing. Providing regular sales reports can be a very powerful team motivator but if done badly can also be a significant demotivator. Recording and reporting Key Performance Indicators in Sales also enables to focus upon where the sales team’s efforts will make the greatest difference to the business’s profitability.

Topics include:

- **The Principle of Precession**
- **Setting Sales Targets**
- **Tracking and Reporting Sales**
- **Sales KPI’s and Benchmarks**
- **Reporting Sales**

The program includes a comprehensive workbook and practical exercises that will educate and empower you and your senior team members to better capture and utilise your business’ sales information to boost its performance.