

Company Name

PRESENTING THE OBJECTIVES SHEET

Document Subtitle

[Date]

Context

In the framework of the new strategic orientations of the Company..... , a new business development organization has been drawn up and proposed to the General Management and the Sales Department. This organization is based on particular on the business development planning, which is translated into quantitative objectives to be achieved annually by the sales teams.

These objectives are broken down per salesperson based on a clients/ prospects portfolio which has been previously assigned to them. The aggregation of the objectives set for every salesperson provides the overall objective for the Sales Department for the year.

Evaluated on a yearly basis, the objectives bear on the different criteria whereby the performance of the salesperson is measured throughout the sales cycle all the way from the first commercial contact up to the actual signing of a contract.

Description of the Objective Sheet

Presentation of the Portfolio and Objectives Indicators

Each objective sheet comprises:

- A Portfolio description of each salesperson including the breakdown of prospective clients by segments (Active Clients; Old Clients; Prospects), and their distribution per business sectors and by Turnover brackets.
- The annual quantitative objectives based on the various indicators retained:
 - Number of visits (should be understood as the number of companies visited);
 - Number of consultations/quotes applications;
 - Number of draft proposals/offers and contract proposals submitted;
 - Number of contracts signed;
 - Turnover achieved.

Presentation of the Evaluation Hypotheses

Objectives indicators are evaluated on the basis of hypotheses and ratios that are presented separately in the hypothesis sheet. The latter are based on the achievement made over the preceding years in terms of the transformation ratios which characterize the sales cycle:

- **Rate of transformation of visits into quotes/consultation applications: x%**
- **Rate of materialization of visits into firm contracts: y%**

The objectives in terms of Turnover are set by segment and according to the size of the targeted companies and/or their business sector.

Turnover	FY No-1	FY (TARGET)
Segment 1...		
Segment n		
Total		