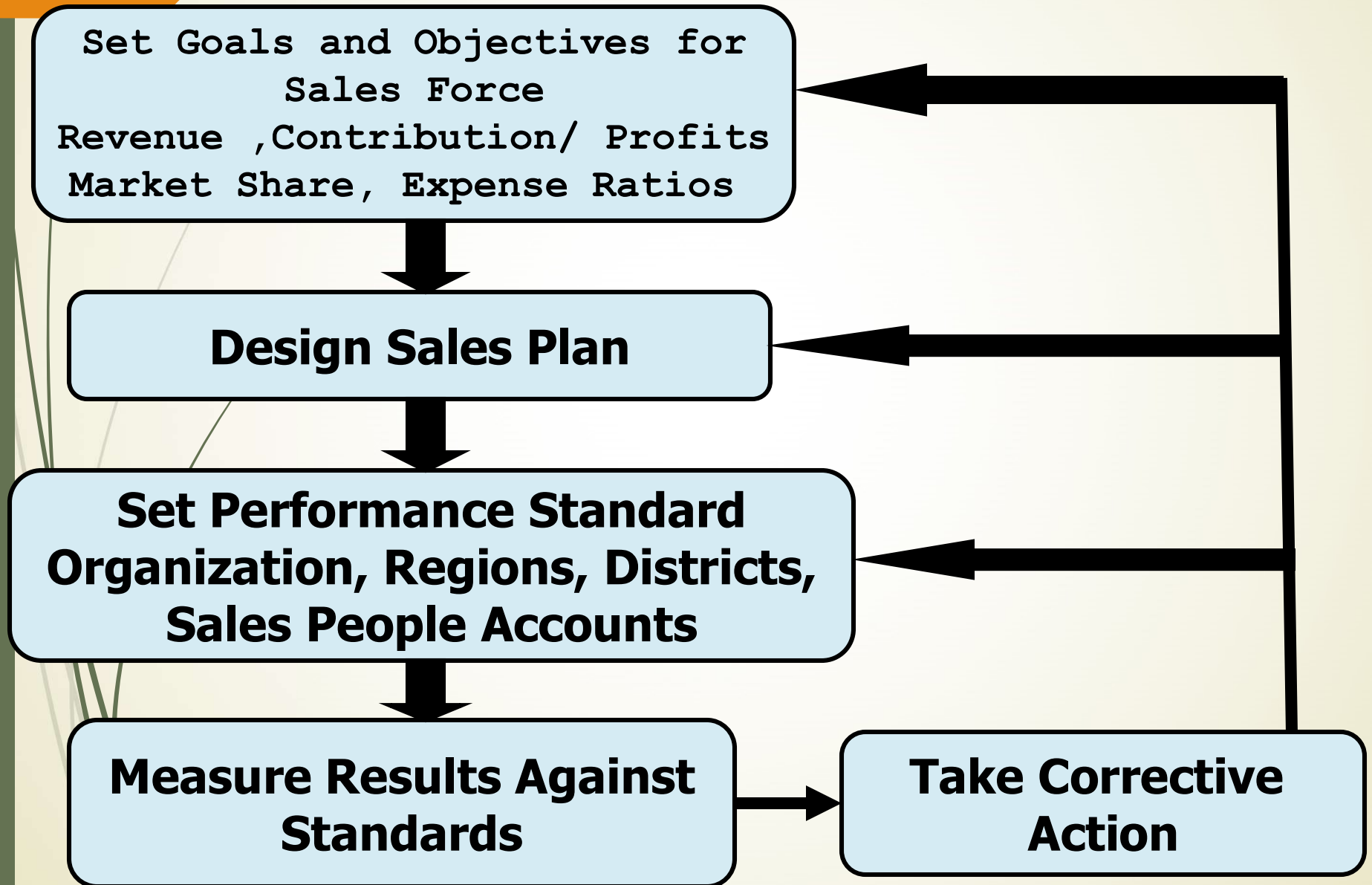


Afghanistan renewable energy union

Evaluating Sales Personnel



Sales Force Evaluation Model



Performance Evaluation

- ◆ **Performance Appraisal is the process of Evaluating the Achievements of the Sales Force in Terms of Requirements of the Job**
- ◆ **The Appraisal System is Essentially a Comparison of Sales Force Goals and Objectives With Actual Achievements in the Field**

Why Performance Appraisal

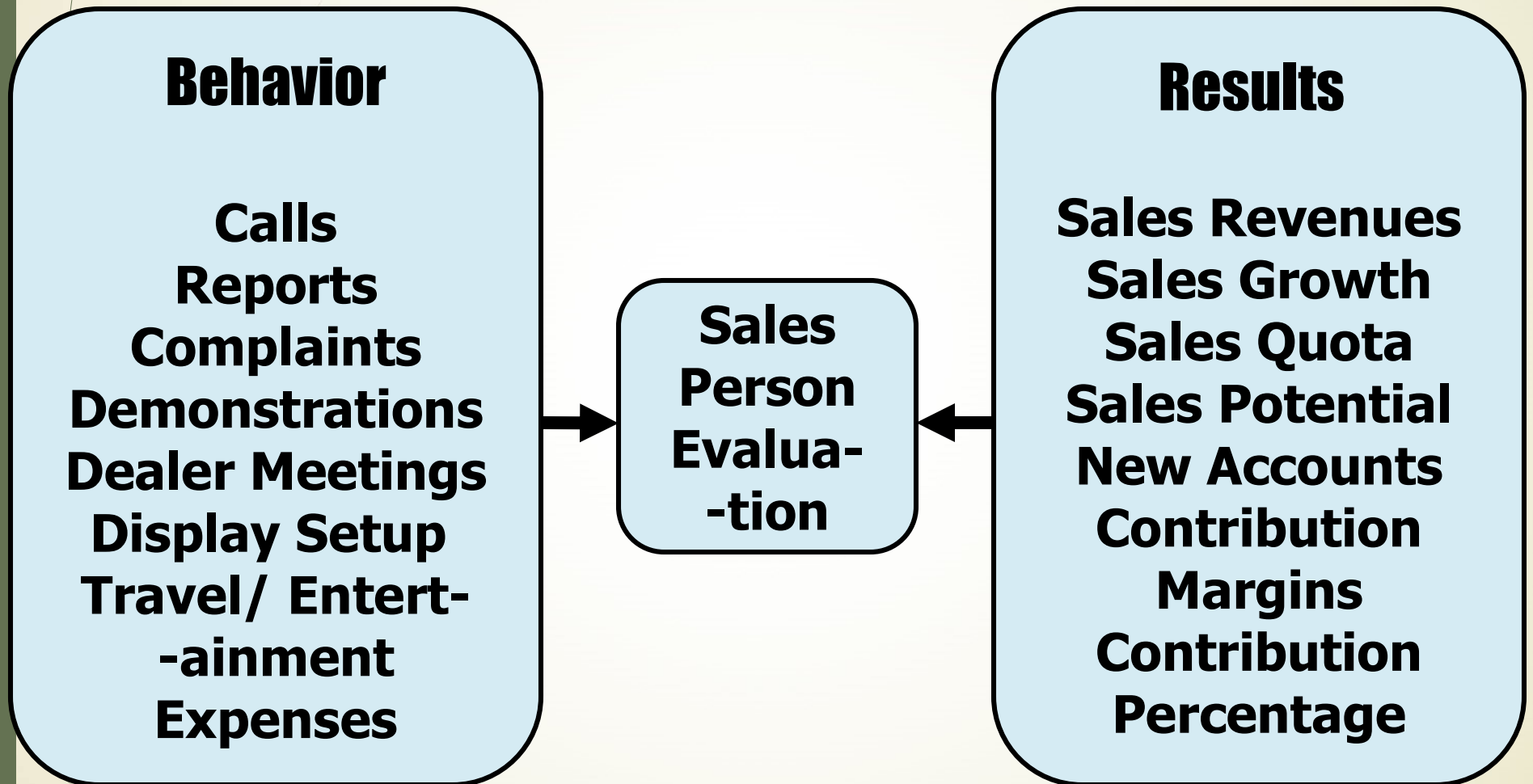
- ◆ **To Ensure Effective Administration**
- ◆ **Promotions**
- ◆ **Rewards and Recognitions**
- ◆ **Improving Sales Performance**
- ◆ **Strengthening Job Skills**
- ◆ **Undertaking Training Programmes**
- ◆ **Counseling**



Basis of Evaluation

- ◆ **Input Based Systems**
- ◆ **Outcome / Results Based Systems**
- ◆ **Contribution Based Systems**
- ◆ **Traits Based Systems**
- ◆ **Behavior Based Systems**
- ◆ **Management By Objectives**
- ◆ **Individual versus Team Appraisals**

Sales Force Evaluation Model

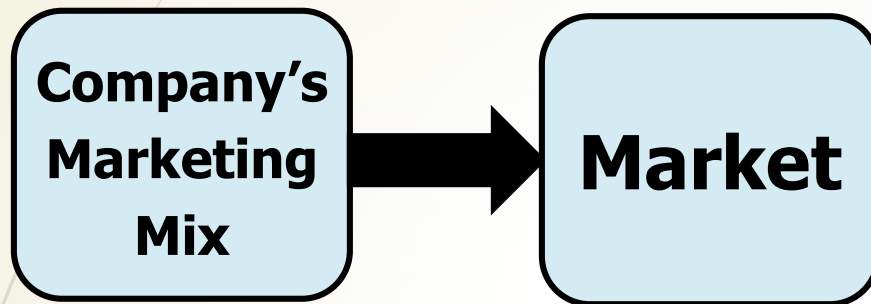




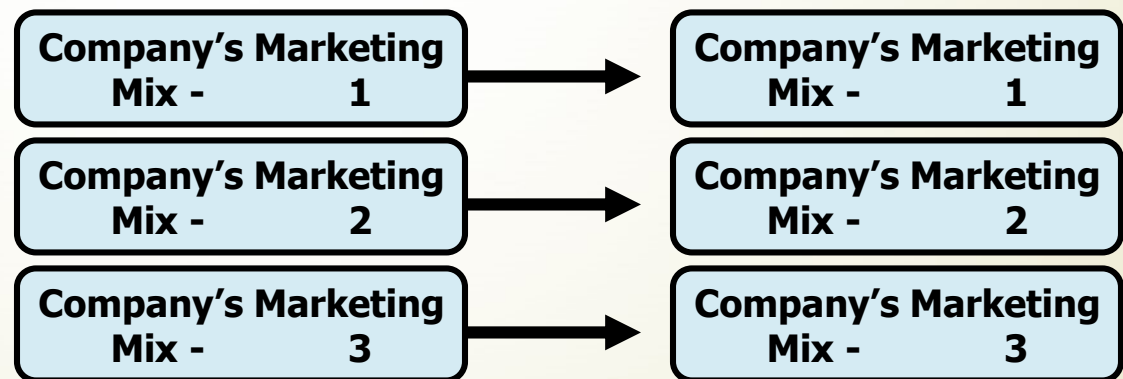
Company Objective and Resources

- ◆ **In Line With Company's Long Term Objective**
- ◆ **Skill and Resources (Strengths) Superior to Competitors**
- ◆ **Capacity to offer Superior Value**
- ◆ **Strength in Success Factors For Targeted Segment**

Selecting Market Segments

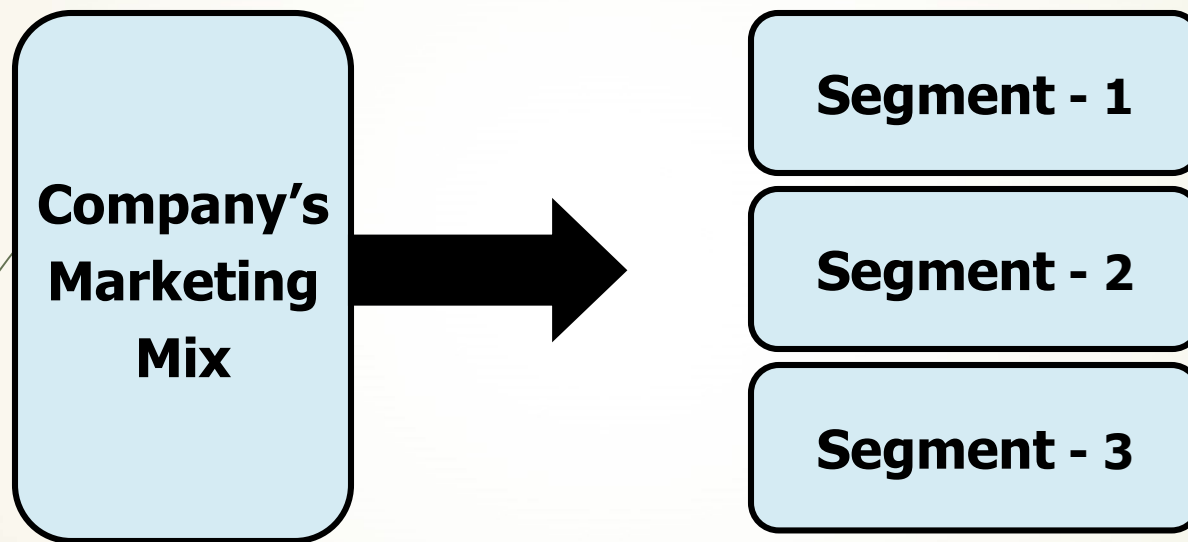


A. Undifferentiated Marketing



B. Differentiated Marketing

Selecting Market Segments



C. Concentrated Marketing