

Beat Plan & PJP Builder

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds beats and a permanent journey plan (PJP) for the sales team — day-wise routes, outlet sequence, call frequency by class and productivity targets — so every outlet is covered efficiently on a fixed cycle. Use it to organise field sales. For coverage strategy use the Territory Mapping & Coverage Plan.

Purpose of this tool & output

Design beats and a permanent journey plan

How the output is used

Use it to design beats and a permanent journey plan (PJP) — the day-wise outlet coverage that maximises productive calls.

Important cautions

A fixed PJP builds retailer trust and predictable ordering; ad hoc coverage loses lines.

Companion documents

- Sales Target Setting & Split
- Daily Sales Report & KPI Design
- ISR Productivity Improvement Plan
- Sales Incentive Scheme
- Numeric Distribution / Outlet Addition Drive
- Range Selling & Assortment Push Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.