

Distributor Performance Scorecard

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

Designs a distributor performance scorecard — secondary sales, coverage, range selling, stock and claims hygiene, and compliance — with weights and review cadence, so you manage DBs on facts. Use it to run distributor reviews. For diagnosing money use the Distributor ROI Calculator.

Purpose of this tool & output

Score and manage your distributors objectively

How the output is used

Use it to score and manage your distributors objectively — a scorecard across sales, coverage, compliance and health.

Important cautions

Reward secondary sales and coverage, not just primary billing; primary without secondary is stock-loading.

Companion documents

- Distributor Appointment Kit
- Distributor ROI Calculator
- Channel Strategy (GT / MT / E-Com)
- Super-Stockist / CFA Network Design
- Territory Mapping & Coverage Plan
- Rural Distribution / Van-Sales 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.