

Daily Sales Report & KPI Design

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 daily sales report (DSR) and field KPI framework — calls, productive calls, bills, value, lines per bill, new outlets and collection — with definitions and a review format, so you manage the field on facts. Use it to build reporting. For the review meeting use the Sales Review & Governance Cadence.

Purpose of this tool & output

Track the field metrics that actually matter

How the output is used

Use it to track the field metrics that actually matter — a daily sales report and KPI design for productive field management.

Important cautions

Watch productive calls and lines per bill, not just visit counts; activity is not sales.

Companion documents

- Beat Plan & PJP Builder
- Sales Target Setting & Split
- 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.