

Field Sales Training Program

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 field-sales training program — the selling process (the productive call steps), range and must-sell selling, objection handling, merchandising, DMS app use and collection — so ISRs sell rather than just take orders. Use it to build capability. For productivity gaps use the ISR Productivity Improvement Plan.

Purpose of this tool & output

Turn order-takers into salespeople

How the output is used

Use it to turn order-takers into salespeople — a field sales training program on selling, range and negotiation.

Important cautions

On-the-job coaching in the market matters more than classroom; managers must work-with ISRs.

Companion documents

- Beat Plan & PJP Builder
- Sales Target Setting & Split
- Daily Sales Report & KPI Design
- ISR Productivity Improvement Plan
- Sales Incentive Scheme
- Numeric Distribution / Outlet Addition Drive

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.