

Sales Performance Management & PIP

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 a sales performance-management framework — objective metrics, review rhythm, coaching, and a fair performance-improvement plan (PIP) for under-performers — so you lift or lawfully exit weak performers. Use it to manage performance. For appraisals link to incentives via the Sales Incentive Scheme.

Purpose of this tool & output

Manage under-performers fairly and firmly

How the output is used

Use it to manage under-performers fairly and firmly — a sales performance management and PIP approach that improves or exits fairly.

Important cautions

Follow due process and document everything; a fair PIP protects both the employee and you legally.

Companion documents

- Field Sales Hiring Kit
- Sales Employee Agreement
- Field Force Attendance & Reporting System
- Sales Induction & Onboarding
- FMCG Field HR Policy Handbook
- Field Force Retention & Engagement

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.