

Field Force Retention & Engagement

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 2026

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 retention and engagement plan for the field sales force — diagnosing attrition causes (pay, manager, workload, growth), and fixing them via career paths, recognition, fair incentives and manager quality — because field attrition wrecks coverage and costs rehiring. Use it when attrition is high. For incentives use the Sales Incentive Scheme.

Purpose of this tool & output

Keep good salespeople from leaving

How the output is used

Use it to keep good salespeople from leaving — a field-force retention and engagement plan across pay, growth and recognition.

Important cautions

Field attrition is often about managers and fairness as much as pay; the cheapest retention lever is a decent manager.

Companion documents

- Field Sales Hiring Kit
- Sales Employee Agreement
- Field Force Attendance & Reporting System
- Sales Induction & Onboarding
- Sales Performance Management & PIP
- FMCG Field HR Policy Handbook

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.