

Sales Incentive Scheme

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 incentive scheme from discrete components — value/volume targets, productive-call and range-selling metrics, new-outlet and collection rewards — with weights and payout slabs, so incentives drive coverage and range, not just billing. Use it to motivate the field. For targets use the Sales Target Setting & Split.

Purpose of this tool & output

Reward the right sales behaviours

How the output is used

Use it to reward the right sales behaviours — an incentive scheme that pays for range, coverage and collection, not just volume.

Important cautions

Reward secondary sales, range and coverage — not primary billing that gets dumped.

Companion documents

- Beat Plan & PJP Builder
- Sales Target Setting & Split
- Daily Sales Report & KPI Design
- ISR Productivity Improvement Plan
- Numeric Distribution / Outlet Addition Drive
- Range Selling & Assortment Push Plan

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