

Sales Target Setting & Split

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 15 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 sales target plan — top-line target broken down by month, brand/SKU, channel, territory and ISR — with growth logic and seasonality, so targets are fair and add up. Use it for annual/monthly planning. For incentives on targets use the Sales Incentive Scheme.

Purpose of this tool & output

Set fair targets and cascade them down

How the output is used

Use it to set fair targets and cascade them down — a target-setting and split approach from brand to ISR.

Important cautions

Targets must reconcile bottom-up to top-down; unfounded stretch demotivates the field.

Companion documents

- Beat Plan & PJP Builder
- Daily Sales Report & KPI Design
- 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.