

Acceleration Modules Field Sales Force & Customer Service Package for optimized market

We help FMCG clients design the optimal field sales force size, structure, and compensation models, along with tailored customer service packages that align with business needs, drive efficiency, and enhance performance.

Our approach

Customer Pain Points

Underperforming sales teams, ineffective tools, and excessive costs led to suboptimal structure and incorrect service package.

~ 4-6 weeks



Methodology

Route-ridings and review of internal sales force KPIs

- Compile hypothesis from management interviews
- Test of the field through route-ridings, outlet surveys and audits
- Adjust current structure to optimize performance and improve offering

Key Inputs

Internal data + Field research

- Roles and routines
- Structure
- Job description
- Compensation model
- Trainings
- SFE data
- Time and motion studies

Deliverables

Optimizes structure of the sales force with ideal service package to drive better efficiency and effectiveness

- Revision of current field sales force structure, roles, routines, JDs, etc.
- Resizing of FSF
- Evaluation of current tools and potential opportunities to improve them
- Revision of SFE KPIs against benchmark and recommended strategy to improve
- Revision of compensation model and potential adjustments to match company objectives
- Recommended customer service package per customer segment

Example

Sales force resizing and adjusted service levels

