

HOW DO YOUR SALES TEAM PRODUCTIVITY BENCHMARKS COMPARE?

The sales team "law of gravity"

$$\begin{array}{c}
 \text{RESOURCE LEVEL} \times \text{VISIT CAPACITY} = \text{CUSTOMER COVERAGE} + \text{PROSPECT PENETRATION} \\
 \\
 \sum \left[\begin{array}{c} \# \text{ heads (each role)} \\ \times \\ \% \text{ dedicated to sales} \end{array} \right] \times \begin{array}{c} \text{ave days pw on territory} \\ \times \\ \text{ave visits pd on territory} \end{array} = \sum \left[\begin{array}{c} \# \text{ customers (each class)} \\ \times \\ \text{min visit freq per class} \end{array} \right] + \begin{array}{c} \# \text{ target prospects} \\ \times \\ \text{ave visits to convert/recycle} \end{array}
 \end{array}$$