

Sales Manager's Territory Objectives Worksheet

The purpose of this worksheet is to provide a template that a sales manager can use to build a series of department objectives. Managers can then determine individual performance guidelines for their salespeople.

Objectives to be Achieved	Reasons for Selection	Results Expected
To add 4 new major account dealers in Western Ontario by fiscal year end 200X (more objectives would be added in here by the representative)	We lag competition in adding new large dealers.	1 new dealer to be added per quarter year.

1. Primary (Major Company Goals)

Company plans to add additional productive capacity.

2. Secondary (Important Department Goals)

New product will be inventoried in large numbers.

3. Tertiary (Account Goals)

We need to add additional sales outlets to take new product in volume.