KPI 2022

No.	KPI Name	Weight	Target	Criteria	KPI Description	Source	Formula
1	Sales Revenue Performance	30%	based on budget	Higher is better	Monitoring of actual revenue performance for the month	Revenue Report, Set Quota	Actual Rev/Set Quota
2	New Business	25%	3 accounts per sales person	Higher is better	Monitoring of 3 accounts (per sales person) deep selling/regain account/ New Account for the month	Weekly Sales Report, Revenue Report	No. of Accounts/target accounts
3	Account Visitation (Quality Account Visitation)	15%	16 accounts per week/64 per month (Per Sales Personnel)	Higher is better	Monitoring of accounts visited/phone call/virtual meeting per month Includes Business Review Meeting, SOP Discussion, Booking Solicitation, Collection, and other customer requirements	CRM System	No. of visited/target visit
4	Customer Relationship Management	15%	5 Accounts per Sales person	Higher is better	Monitoring of 5 major account for wine and dine (dine-in or sending food) or business review per month per sales person	Weekly Sales Report, Revenue Report, CRM System	No. of Accounts/target accounts
5	Collection Efficiency	15%	110% of Revenue	Higher is better	Measures on time payment of customer	AR Monthly Report from Finance	Collection/Actual Revenue
		100%					