

Goal Management Solution



Extract Maximum Value and Precious ROI with a State-of-the-Art Goal Mining Solution

Unearthing more and better sales opportunities depends on focusing resources to execute efficiently and strategically, setting appropriately targeted goals. With the right tools, rich veins of sustainable sales performance lead to the mother lode of ROI. GreatVines Goal Management solution helps beverage sellers develop and execute smart goals with precision.

How Does It Work?

The Goal Management module enables management to set, execute and measure goals for driving any strategic imperative. Deploy this powerful module to:

Identify sales and activity goals across any or all target accounts using an intuitive and easy to understand design interface.

Sales Goals	Activity Goals	Target Accounts
Accounts Sold/Points of Distribution <ul style="list-style-type: none">❖ Any or Unsold based on any reference period and products❖ Minimum quantity to qualify as sold	Quantitative Measurements <ul style="list-style-type: none">❖ Menu Placements❖ Drink Features❖ Product Displays❖ Staff Trainings❖ Presentations and Tastings	<ul style="list-style-type: none">❖ Channel❖ Account Segment❖ Custom Account Sets❖ Specific Account or Chains
Volume <ul style="list-style-type: none">❖ Case amount or % growth based on any reference period and products	Qualitative Measurements <ul style="list-style-type: none">❖ Surveys against Brand Standards❖ Survey Score Points Achieved	
Revenue <ul style="list-style-type: none">❖ Dollar amount or % growth based on any reference period		

Sales Person	# Accts	POD TYTD	POD LYTD	v LY %
Allison Sentry	2	7	7	100.0%
Chris Morgan	569	2,311	2,327	99.3%
Daniele Milani	1	2	2	100.0%
Greg Frost	2	8	8	100.0%
Jane Chen	3	37	38	97.4%
Jill Howard	62	381	385	99.0%
John Helena	257	423	429	98.6%
SW Regional	10	9	9	100.0%

Keep everything in context, referencing relevant data in real-time and manage numerous salespersons, each with their own goals and account targets, organized and simplified.

Deliver access and visibility into key indicators, including tallies of sold versus unsold accounts, volume data, revenue figures and more via powerful performance metrics capabilities. Reference any and all products across any specified historical timeframes. Strip away the overburden of fruitless sales & marketing efforts and reach the rich pay dirt of sustainable, targeted sales.

BOTTOM LINE

Don't dig around randomly, hoping to hit pay dirt. Use GreatVines Goal Management solution to get strategic and methodical with your goaling initiatives.

Who Needs Better Management?

If an organization can answer “yes” to any of the following assessment questions, there is value to be extracted by engaging GreatVines Goal Management solution.

- Are your sales goals oversimplified, focusing only on volume rewarding performance that isn't sustainable or strategic?
- Do you set goals without aligning against strategically targeted accounts?
- Do you apply blanket sales goals uniformly across sales reps without examining and leveraging historical data?
- Does your sales force lack real-time visibility into goals and results?
- Do your sales people have difficulty planning the work-by-account required to achieve their goals?

If you answered 'yes' to any of the above, contact us today at info@greatvines.com to learn more.

What Does the Module Look Like in Practical Use?

Here's a practical example of how the Goal Management feature is deployed to achieve a specific strategy and goal type. The solution enables countless combinations of strategies and goal types, providing all the performance metrics needed to pursue the most effective goal management practices.

Strategy: Maximize distribution of Brand X in Latin nightclubs. Goal Type: Accounts Sold

Reference Data - by Salesperson

- ❖ Number of Latin nightclubs
- ❖ Number of Latin nightclub *Accounts Sold* last 6 months
- ❖ Case *Volume Sold* to Latin nightclubs last 6 months

Adjust goal quantities with variable calculations

- ❖ Percentage change vs reference data
- ❖ Number change vs reference data
- ❖ Minimum quantities
- ❖ Hard code quantity
- ❖ Override any quantity manually

See goals on dashboards with results through previous day

- ❖ By Salesperson
- ❖ By Manager
- ❖ By Division
- ❖ By Company
 - Percentage of total goal achieved
 - Percentage of Sales People achieved
- ❖ Drill through to results by account!

The screenshot displays the 'Goal and Reference Section' of the software. It includes a form with the following fields:

- Supplier: Cloud Beverages
- Account Premise Type: On-Premise
- Account Segment: Latin Restaurants
- Brand: Brand X

Below the form is a table titled 'Adjustment Type' and 'Set Goal'. The table has columns for 'USER', 'STATUS', and 'GOAL QUANTITY - (SUM: 28.00 AVG: 2.00)'. The 'Set Goal' dropdown is set to '20'. The table lists several users with their goal quantities, and the row for 'Betsy Sundale' is highlighted in yellow with a value of 30.

USER	STATUS	GOAL QUANTITY - (SUM: 28.00 AVG: 2.00)
Allison Sentry	Open	20
Betsy Sundale	Open	30
Billy Dean	Open	20
Chatter Freeman	Open	20
Chris Morgan	Open	20
Greg Frost	Open	20
Jane Chen	Open	20
Jill Howard	Open	20
John Helena	Open	20

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