

TASK DETAILS	
Title	RECORDING SALES
Type	TEAM
Activity Stage	BUSINESS PROCESS
Department	MARKETING
Duration	RECURRING
LEARNING OBJECTIVE	OUTPUT
	Sales Record Document

INTRODUCTION

Recording sales results over a given period is essential for measuring progress toward sales targets and identifying issues in marketing strategies. Accurate sales data provides valuable insights for decision-making and future planning.

No	ACTIVITY
1	Assigning Responsibility for Sales Inventory <ul style="list-style-type: none"> The Chief of Marketing will appoint a responsible team member to compile the monthly sales inventory using data from the Portal Store Manager > Sales Transaction section. This activity should be completed at the end of each month. To assist with this task, download the Sales Transaction Recap template available on the VCI Portal.
2	Creating Sales Analysis Charts <ul style="list-style-type: none"> Based on the compiled sales transactions, create charts to visualize: <ol style="list-style-type: none"> Product/Service Categories: Group transactions by product or service type to identify which offerings are popular and which are less favored by customers. Customer Country of Origin: Group transactions by customers' countries to determine where your products/services are most in demand.
3	Monthly Review and Evaluation <ul style="list-style-type: none"> Each month, the Chief of Marketing should discuss the compiled sales inventory results with the CEO and COO. Compare the actual sales results with the predetermined sales targets. If sales targets are not met, evaluate the performance and identify issues. Discuss and plan corrective actions, which may include targeting new markets, enhancing marketing efforts, offering discounts, or other strategies.

REFERENCE

-

TASK TEMPLATE

-