

CHAPTER 13 The Promotion Strategy— Developing and Managing Sales

SOFTWARE ACTIVITY

Database Application

OBJECTIVE: Analyze sales output of employees.

Practice Situation

You own a wholesale distribution center, supplying products to department and sporting goods stores in three states. As the owner of the firm, one of your responsibilities is to evaluate the performance of your sales staff. This evaluation will allow you to determine the effectiveness of your marketing plan and your operations.

On the printout below you will find employee sales data from last week. The database contains information on the amount of sales, type of retail business making the purchase, and the location (city and state) of those clients.

Salesperson	Dollar Sales	Type of Store	City	State
1	\$5,000	Department	Asheville	NC
1	\$1,500	Department	Hendersonville	NC
1	\$1,000	Sporting Goods	Boone	NC
1	\$4,200	Department	Knoxville	TN
2	\$6,000	Department	Charlotte	NC
2	\$5,220	Department	Charlotte	NC
2	\$1,250	Sporting Goods	Salisbury	NC
2	\$750	Sporting Goods	Gastonia	NC
3	\$650	Sporting Goods	Shelby	NC
3	\$1,430	Sporting Goods	Greenville	SC
3	\$980	Sporting Goods	Spartanburg	SC
3	\$1,110	Sporting Goods	Greenville	SC

Continued on next page