



Sales, Distribution & Growth Consulting Services

GROWTH

EFFICIENCY

GOVERNANCE

Sales Growth Diagnostic ↑ **Management decisions**

Commercial capabilities | Salesforce performance | Benchmarking

Distribution Expansion ↑ **Revenue**

Distributor program | Recruiting & onboarding | First order

Customer Lifecycle Mgt. ↑ **Revenue** ↑ **Loyalty**

Cross/Up-sell enabler | Loyalty program | Key account

Go-To-Market Optimization ↑ **Sales ROI**

Distributor performance | SFE/SFA* | Omnichannel engagement

Marketing Effectiveness ↑ **Marketing ROI**

Customer segmentation | Customer journey | Spend optimization

Performance & Incentives ↑ **Productivity**

Salesforce KPIs | Incentive mix | Benchmarking

Organization & Capability

- Central vs Local governance
- In-house vs Partnered capabilities
- Shared vs Distributed services

Business Intelligence Dashboards

* SFE: Sales force effectiveness
SFA: Sales force automation

For retail & consumer markets sector

For pharmaceutical sector

Assortment Optimization ↑ **Revenue** ↑ **Profit**

Assortment analytics | Category insights | Consumer insights

Commercial Operations ↑ **Sales & Marketing ROI**

SFE/SFA* | Business Practice Mgt. | Digital – Data – Analytics

See next page for demonstration

How do we engage with clients?





Free Sales & Distribution Assessment Tool



SCAN TO REQUEST!



KPMG Sales & Distribution Maturity Benchmarking Assessment



7 sections with 31 questions for identifying **improvement opportunities**

- ✓ Customer experience management
- ✓ Distribution Management
- ✓ Sales Force Performance Management
- ✓ Demand Forecasting & Sales Planning
- ✓ Channel Partner Development
- ✓ Key Account Management
- ✓ Enabling Technology



Only ~ 2 hours to complete, supported by KPMG experts

Key stakeholders are engaged to ensure the self-assessment effectiveness



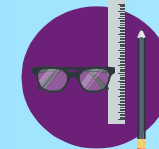
- Sales
- Marketing
- Customer Service
- Business Development
- Distribution Management

* KPMG can jointly carry out a workshop with the Company to facilitate participants with the survey content if required

Maturity assessment is conducted to help the organization to benchmark their S&D maturity with known leading practices



Maturity level is benchmarked with leading practices and visualized to help quickly identify key areas for improvement



Capability measurement for key activities clearly indicates the bottleneck in each area



High-level assessment for each activity facilitates the development of initiatives for improvement

Section 2: Distribution Management	Capability
1. Potential distribution partners evaluation	15%
2. Sales channels performance evaluation	17%
3. Product assortment management capability across the organization	30%
4. Product management responsibilities across the organization	20%
5. Beat planning	18%
6. Distribution channel optimization	13%



Quick & granular insights

"There is a lack of framework for distribution channel optimization. Monitoring and evaluating the effectiveness of channel is mainly based on sales value and individual working experience without considering crucial parameters such as value per entity, cost to serve, etc."