

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

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Database Directions

1. Start your database software program.
2. Recreate the table from the previous page using your spreadsheet program.
3. Perform the sort function on the following data:
 - sort by dollar sales
 - sort the data by type of store
 - sort the data by state
4. Save your work after performing each sort.
5. Print out a copy of your work if your teacher has instructed you to do so.
6. Answer the following questions.

Interpreting Results

1. Which salesperson made the largest single sale?

2. Which type of store accounts for most of the sales made?

3. Which state accounted for most of sales made?

Drawing Conclusions

4. You want to increase your employees' sales volumes. On which type of store would you suggest for them to focus in order to reach this goal? Explain.

5. How could you use the location data to develop future plans for your firm?
