

Sales Representatives per Sales Support Employee

Benchmarks, Definition & Measurement Details

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Sales Representatives per Sales Support Employee

Definition & Measurement Details



What is Sales Representatives per Sales Support Employee?

The number of sales representatives divided by the total number of sales support employees working for the company over the same period of time. Sales Support employees are typically responsible for performing administrative activities, such as printing, scanning, drafting sales proposals, scheduling meetings, etc., related to the activities performed by sales representatives (both inside and outside sales representatives).

Why should this KPI be measured?

Sales Representatives per Sales Support Employee measures the number of sales representatives supported by each individual Sales Support employee. A lower than average value may be related to process

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of sales representatives, and (2) the total number of sales support employees working for the company over the same period of time. Sales Support

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OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888