

# Span of Control: Sales

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Span of Control: Sales

## Definition & Measurement Details



### What is Span of Control: Sales?

The average number of sales representatives reporting to each manager working within the Sales function.

### Why should this KPI be measured?

Span of Control: Sales measures the efficient distribution of management and staff-level employees within the organization's Sales function (i.e., organizational design). While a high value for this metric is preferred,

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the total number of sales representatives within the Sales function, and (2) the number of managers in the Sales function. The formula is:  $\text{Span of Control} = \frac{\text{Total Sales Representatives}}{\text{Number of Managers}}$ .

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