

# 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:  $\text{Span of Control} = \frac{\text{Total Sales Representatives}}{\text{Number of Managers}}$ .

**ABRIDGED CONTENT**  
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# Span of Control: Sales

Benchmarks & Characteristics of High Performers



## Span of Control: Sales

Number of Sales Representatives / Number of Sales Managers



### Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer support

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

**How to read this chart:** This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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