

# Sample: Map Summary Analysis

## Customer Purchase Requirements v. Current Beliefs and Focus

Customer Purchase Requirements	Your Employees Said	Company Strategy	Opportunity
We buy because:	Priority	Priority	Rank
Available inventory	1	6	Green
Delivery	2	4	Yellow
Pricing	3	2	Green
Product Quality	4	1	Red
Customer Service	5	8	Green

## Customer Ranking of Client Performance v. Top Competitors

Purchase Drivers	Priority	Importance	Max	Supplier Performance Rating					
				Client	Comp1	Comp2	Comp3	Comp4	Comp5
Available inventory	1	10	100	7	9	10	5	3	4
Delivery	2	9	90	10	9	8	10	2	8
Pricing	3	9	90	4	8	9	3	9	8
Product Quality	4	8	80	5	8	8	10	6	9
Customer Service	5	7	70	6	4	9	10	3	10
Total Score			<b>430</b>	<b>278</b>	<b>335</b>	<b>380</b>	<b>317</b>	<b>198</b>	<b>326</b>
% of Total			<b>100%</b>	<b>65%</b>	<b>78%</b>	<b>88%</b>	<b>74%</b>	<b>46%</b>	<b>76%</b>
Overall Rank				<b>5</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>6</b>	<b>3</b>

## Sales Rep Performance Ranking

Example only

Step 1: Divide reps into groups based on performance, look for quantitative reasons for performance differences.

Sales Rep Category	Overall Performance Assessment			
	High	Low	Total	% Good
Tenure with Company				
< 1 Year	12	27	39	31%
1 - 3 Years	5	3	8	63%
3-7 Years	18	12	30	60%
7+ Years	12	33	45	27%
	47	75	122	39%

## Sales Rep Account Capacity Analysis

Example only

Rep Name	# Accounts by Segment			Total	Rating
	1	2	3		
Pat Jones	10	70	120	200	Green
Chris Smith	12	50	80	142	Yellow
Terry Brown	3	40	50	93	Red
Monthly Call Plan					
Expected Sales Calls				Total	% Capacity
Pat Jones	40	70	120	230	144%
Chris Smith	12	50	80	142	89%
Terry Brown	3	40	50	93	58%
Expected Sales Calls Per Account by Type					
Segment 1=	4 per month				Rating
Segment 2=	1 per month				Green
Segment 3=	1 per month				Yellow
Rep Capacity=	160 per month				Red

## Advertising

	Print	Broadcast	Packaging	Billboards	Brochures / Booklets	Posters	Directories	Ad Reprints	Movie Theatres	Display Signs	Point of Purchase	Audio / Video	Symbols / Logos
Usage	Green	Red	Green	Red	Yellow	Red	Red	Red	Red	Red	Red	Red	Red
Effectiveness	Yellow	Red	Green	Red	Red	Red	Red	Red	Red	Red	Red	Red	Red
Opportunity	Green	Green	Yellow	Red	Green	Red	Yellow	Green	Red	Red	Red	Red	Yellow

## Direct Marketing

	Catalogs	Mail	Telephone	Online Shopping	TV Shopping	Fax Mail	Email	Voicemail	Auctions
Usage	Red	Yellow	Red	Red	Red	Red	Red	Red	Green
Effectiveness	Red	Yellow	Red	Red	Red	Red	Red	Red	Green
Opportunity	Green	Green	Green	Red	Red	Yellow	Red	Red	Green

## Distribution / Channels

	Current Channels	New Channels	Market Coverage	Assortment / Mix	Geographic Locations	Transport	Inventory: Depth	Inventory: Breadth
Usage	Yellow	Red	Red	Red	Yellow	Red	Green	Yellow
Effectiveness	Red	Green	Red	Red	Red	Red	Green	Yellow
Opportunity	Red	Green	Green	Green	Yellow	Green	Green	Yellow