

The Sales Manager terminology and acronyms

ALLOCATION: volume or quantity available to a customer/portfolio/region

AM: Account manager

Antitrust law/Competition law: International/European/country law to promote fair competition

AP: Account Plan

APPRAISAL: performance discussion

AR/AP: Account Receivables / Account payables

ARR: Average rate of return (Return generated from net income of capital investment)

BATNA: Best Alternative to Negotiated Agreement

BDM: Business Development Manager

BU: Business Unit

CAPEX: Capital Expenditure (investments, asset improvement etc)

CEO: Chief executive officer

CFO: Chief financial officer

CICS PROCESS: Circumstances, Issues, Consequences, Solutions

CL: Credit Line

CMR: Bill of lading/cargo international transportation document

COB: Depending on context: Close of business (ex: until today COB) or "class of business"

Competition Law: regulations on anti-cartel, price settlements and any anti-competitive conducts between different players.

COO: Chief operating officer

CPT/DDP/FCA: Incoterms (shipping/sales terms according to international nomenclature)

CRM: (Customer Relationship Management): A tool to help the business through data and info management

CTO: Chief technology officer

CUSTOMER PIPELINE: Process of seeking and assessing potential new customers

CVP: Customer Value Proposition

DOA: Delegation of Authority (rules and regulations on accountabilities and responsibilities when representing the company).

DMU: Decision Making units

DSO: Day sales Outstanding (average collection period/payment term linked)

F2F: face to face (meetings)

FALLBACK/Rock bottom: Normally related to price, provides by the head of sales - the lowest figure/mandate you can use

FORCE MAJEURE: Common definition used to inform of any event that severely impacted production capacity leading to reduction of contractual volumes.

FTL: Full truck Load

FYI: For your info



GKAM: Global Key Account Manager

GROW: Goals, Roles, Obligations, Work plans

GTKY: Getting to know you

HUNTERS OR FARMERS: To define different type of sales personalities/attitudes

IDP: Individual Development plan

KAM: Key Account Manager

LEAD GENERATION: Same context as “customer pipeline”

LEAD TIME: Time between placement of an order and it’s delivery.

LIFO/FIFO: Last in First Out or First in first out: way of managing inventory

MARKET INTELL/Feedback: Gathering (under ethical and compliant mode) information of the market

MASLOW PYRAMID: Commonly used in marketing as a theory of human needs/motivation

MP: Marketing Plan

MPG: Main Product Group

MVP: Usually linked to startups- Minimum Viable Product.

MYR: Mid-year Review

OVERDUE: Invoices in arrears/late payment

PL: Product Line

Pareto 80/20 rule: Pareto principle (exp: 80% of your sales come from 20% of your customers)

PRODUCT LIFE CYCLE: Sequence of stages of a product since development until eventual retreat from the market.

PROSPECT: a company that that fits and is targeted as a customer

PT: Payment terms

REBATE: Usually a monetary kind of “discount” or “reimbursement” used to incentive customers on certain volume levels were a few layers can be used for different incentives.

ROACE: Return on average capital employed

ROI: Return on investment

ROLLOVER: Prices remain the same for the next period

SAP/GSAP: Worldwide used software to manage business operations.

SE: Sales Executive

SOURCING MANAGER: Can be also called Purchasing Manager, Strategic Buyer: All relate to a buying position at customer. The title might depend on the kind of organization at customer side (central purchasing, global, local purchasers, purchasing per raw material etc)

STAKEHOLDER: Anyone internally or externally involved in business matters and relations.

SUSPECT: Some company that seem to be a fit as a customer

SWOT ANALYSIS: Matrix based on Strength, Weaknesses, Opportunities and Threats

TBD/TBK: To be defined/To be known (Location, timing, task owner etc)

TOWN HALL: Meeting normally with higher management or relevant communications (for instance quarterly results)

VP: Value proposition but depending of the context, can also be Vice-President

June 28, 2017YER: Year End Review