

# Designing an Instrument for Measuring Sales Performance of Healthcare Consumables

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**Abstract:** *This article will help Health care companies to have a set of questions through which they can easily measure the performance of the sales, and according to the results they can plan different activities with the employees (sales team) example, they can conduct product trainings, workshops, also know your employees if the motivation level is down various methods to keep sales people motivated like get together, internal office sports competitions, improving work culture if needed, improvising the incentives.*

*This instrument will also help company the resources who are not valuable and helps to take decision what to do with the resource. Then company can give one month time for improvement, and then take action. It will also help company know the gaps and in-turn will be helpful in improving or adding proper set of process that will improve the sales of the team and that indirectly will increase the sales figures of the company.*

**Keywords:** Instrument, sales performance, healthcare, sales team, Promotion

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