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These selling objectives can be: sales volume, profit, expense and activity: 1. Sale volume objective: The most common and frequently set sales objective is to set in terms of sales volume. It is otherwise called as sales quota. This objective expresses in rupees or units the volume which the management expects should be sold by a salesman ...

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Insisting that an agreement be based on objective criteria doesn't give you the right to impose your criteria. Other standards may be equally valid and you should be open to exploring them or splitting the difference. For example, market value and depreciated cost may both be valid. Alternatively, both sides can agree on the standard most ...

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