



Balance score card (BSC)

Simplified

Abdul Gafoor

The background features a stylized illustration of four business professionals running from left to right. In the foreground, a man in a dark suit carries a brown briefcase. Behind him, a man in a red shirt and dark pants runs. Further back, a woman in a red top and dark pants runs. In the background, a man in a dark shirt and yellow pants runs. To the right, a large blue target with a white bullseye is shown, with a white arrow hitting the center. The background also includes a bar chart with four bars of increasing height, colored in shades of blue and yellow, and a light blue sky with white clouds.

**What is
Performance management system (PMS)
&
Balance Score card (BSC)
a comparison**

PMS

Performance management system is the systematic approach to measure the performance of employees.

It is a process through which the organization aligns their mission, goals and objectives with available resources.

BSC

The Balanced Scorecard (BSC) is a business framework used for tracking and managing an organization's strategy.

It is a framework for measuring organizational performance using a more balanced set of performance measures.

Understood? → NO? → OK. Go to next page

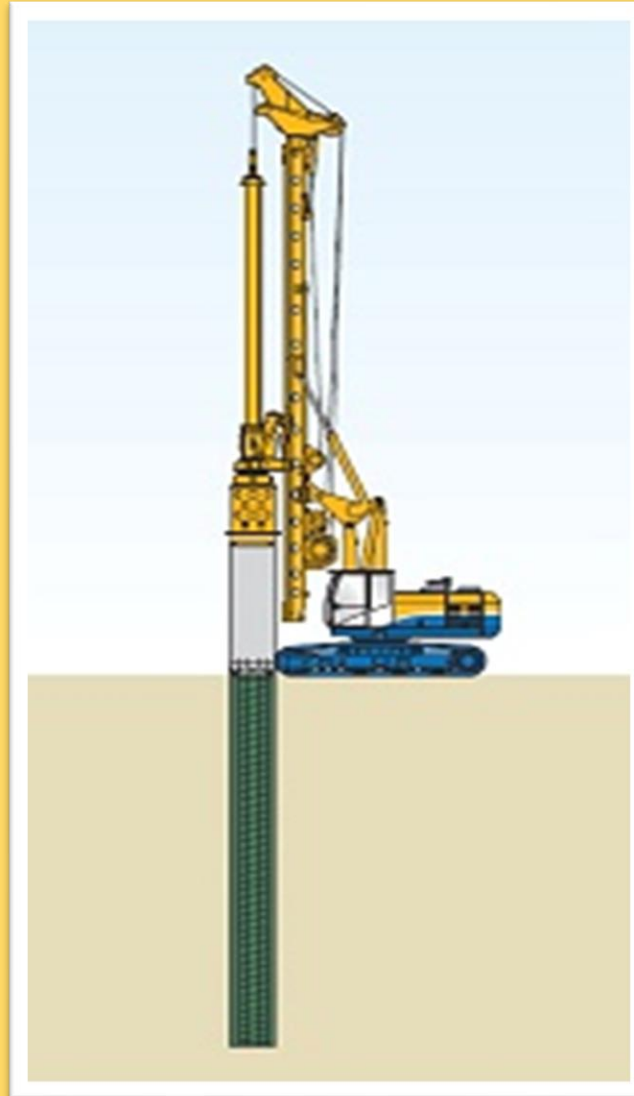
PMS



BSC



Drill down



Is it clear now?

Here is a comparison

How a Sales manager's goals looks like in

PMS



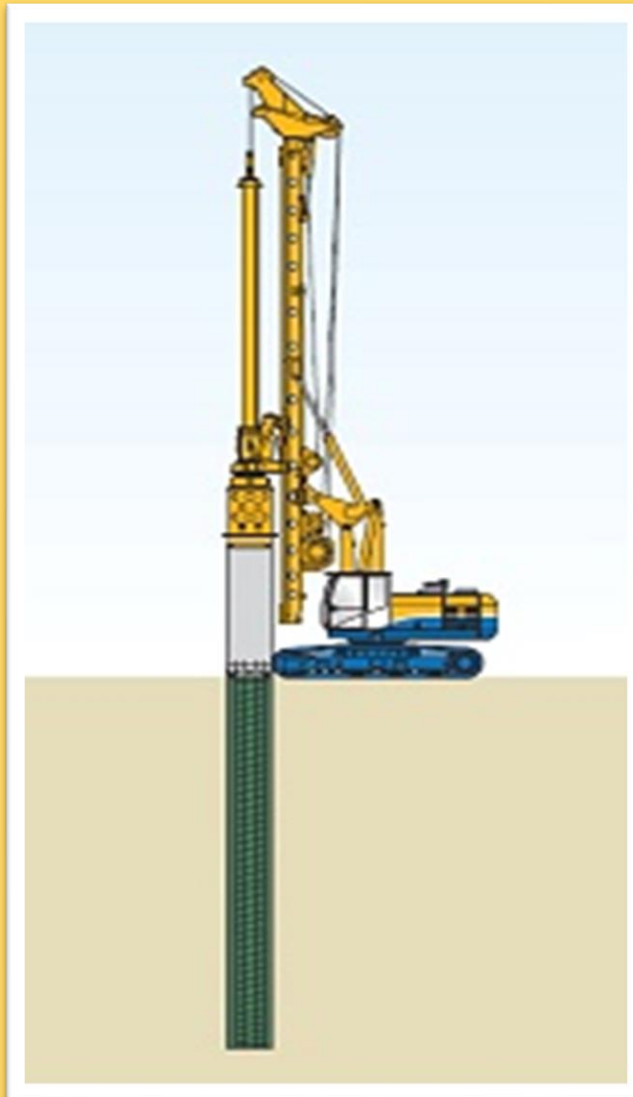
BSC

Sales manager's goals in **PMS** for the year 2021-2022 (1st quarter)



PMS

BSC



**Sales Manager's same
Goals of PMS**

**Drilled Down
in BSC**

*Explained in detail
from next page*

Sales manager's goals in **BSC** for the year 2021-2022 (1st quarter)



Sales manager's goals in BSC for the year 2021-2022 (1st quarter)

Goal-2

To increase the Gross profit to 35%

To increase Dentalcare GP from 26% to 29%

To increase Haircare GP from 12% to 16%

To increase Skincare GP from 22% to 27%

To increase Footcare GP from 47% to 55%

To increase Sachet GP from 6% to 9%

Sales manager's goals in BSC for the year 2021-2022 (1st quarter)

Goal-3

To increase the net profit to 25%

To reduce/control the Damage stocks % from 0.25% to 0.10%

To control the expiry stocks from 0.02% to 0.01%

To review & revise the Field Force PJPs to bring down the travel cost to 1.20% of net sales

To analyze and revise Modern Trade margins/discounts

To optimize the trade promotion budgets

Sales manager's goals in BSC for the year 2021-2022 (1st quarter)

Goal-4

To increase the coverage from 5000 outlets to 6000 in 1st quarter

To review and revise the beat plans to avoid repeating

To bring 70% A Class outlets under coverage

To review & revise the coverage frequency of A & B Class outlets.

To increase the key outlets to 80 on the basis of purchasing power

To manage & update the coverage details on monthly basis.

Sales manager's goals in BSC for the year 2021-2022 (1st quarter)

Goal-5

To train a Sales officer to promote to Area Sales manager

To select a high potential Sales officer to nominate to management for training

To act as mentor to him.

To assign more and innovative responsibilities to train to be ready for more responsibility.

To submit a report to GM with facts & figures of his development.

To keep ready for internal promotions.

Sales manager's goals in BSC for the year 2021-2022 (1st quarter)

Goal-6

To develop the Reporting skills

To submit every report on time.

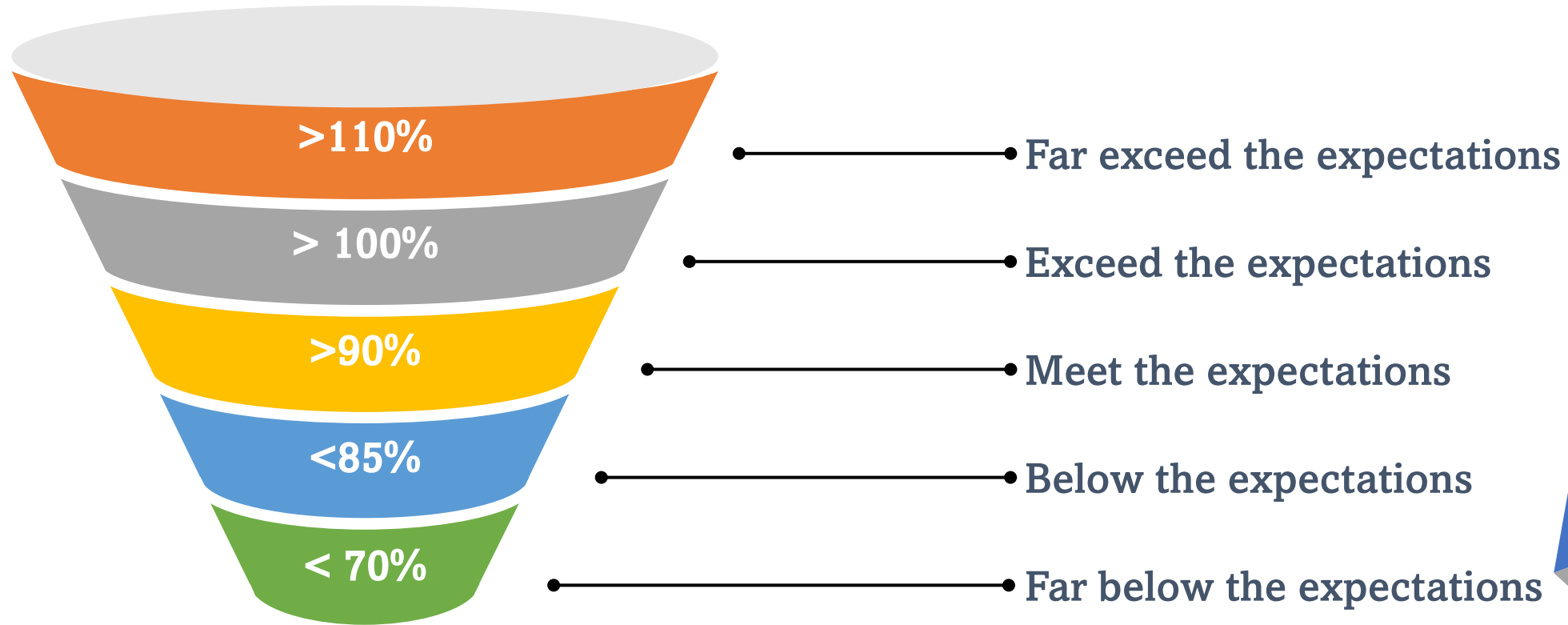
To prepare business analysis report as monthly report monthly.

To understand that what information every report is giving, what purpose and what action to be taken.

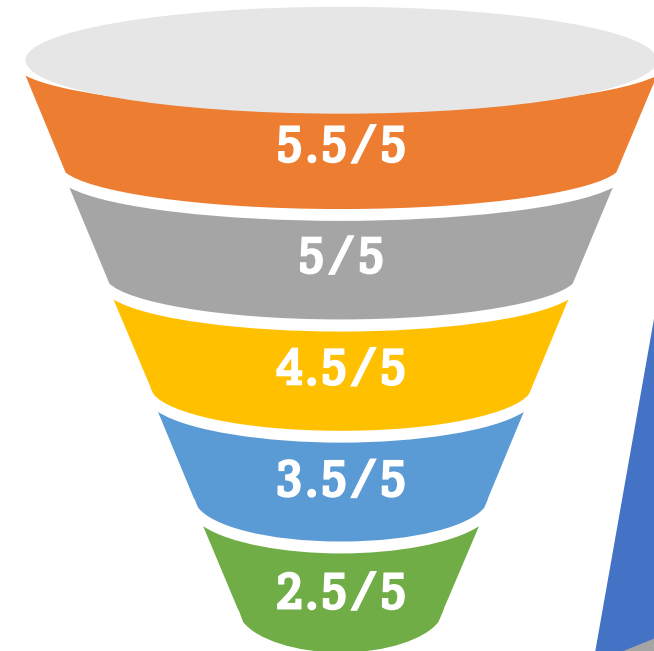
To encourage the team to submit their reports on time.

No more reminders for reports.

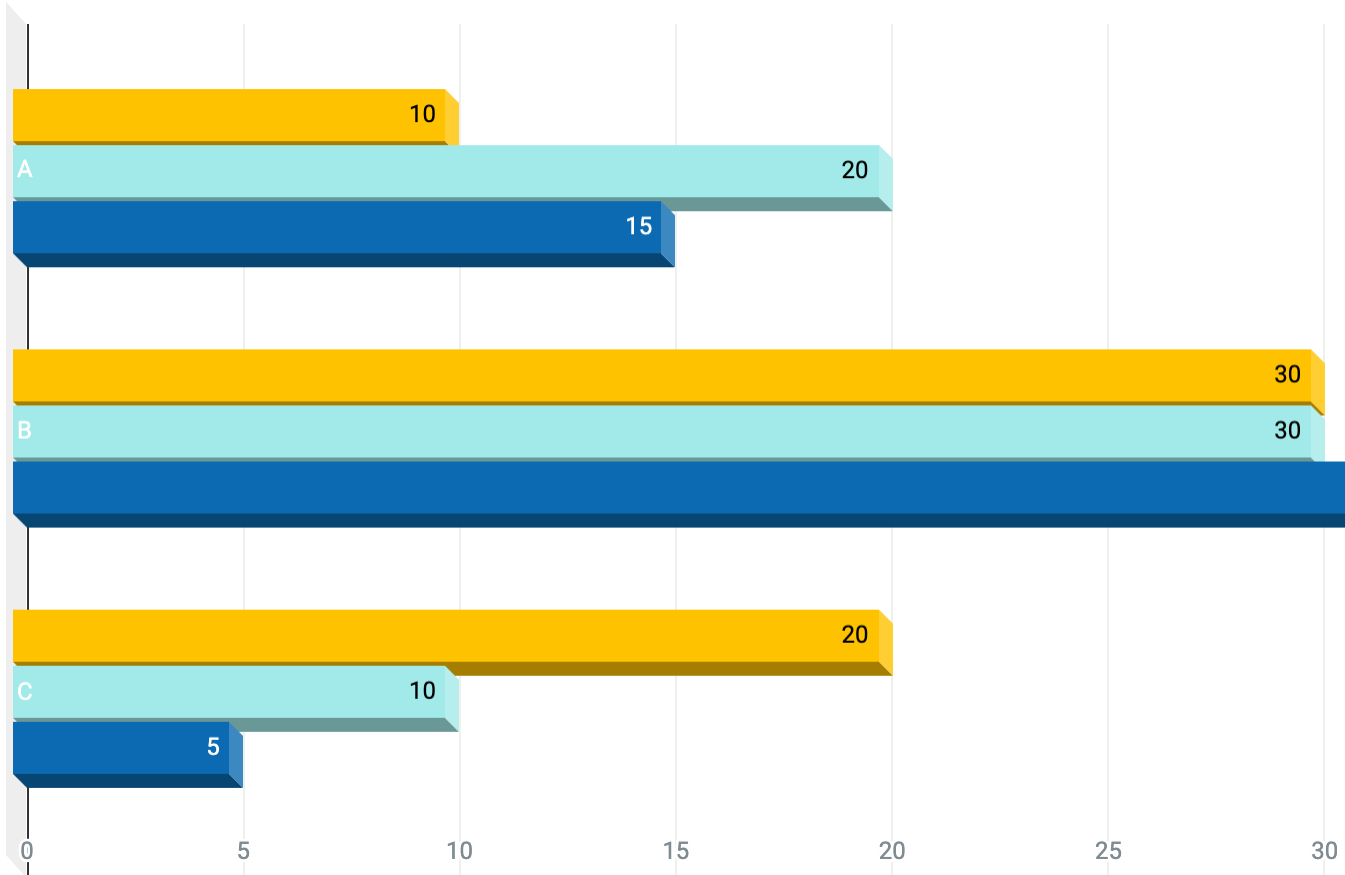
Performance Management Review (PMR) gradings



Performance Management Review (PMR) Ratings



In Balance score card, Ratings will be given to each sub goal



SMART formula for setting the Goals

S

Specific

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."

M

Measurable

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."

A

Attainable

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.

R

Realistic

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.

T

Time-bound

Do: Give yourself a deadline.

Don't: Keep pushing towards a goal you might hit, "some day."

Thank you very much

