

# Answers to Your Queries (AYQs)

## SIP (Sales Incentive Plan)

Q. What is the effective date for implementation of SIP?

A. SIP Scheme has been effective from 1<sup>st</sup> July 2020.

Q. What is the objective of the SIP scheme?

A. The objective of the SIP scheme is to encourage and reward employees for generating cross-vertical / business leads. (I.e. potential business opportunities for other verticals/ business). It's a 'Cross Referral Sales Incentive'

Q. Are all employees eligible to participate in the SIP scheme?

A. All employees from sales and service team; up to the level of AVP grade /Vertical Heads (whichever is higher) will be eligible for participation in the SIP scheme

Q. What are the criteria for participating in the SIP scheme?

A. For an employee to participate in the scheme s/he should provide leads which are beyond his/her defined KRA / KPI's. So, if a participating employee's KRA / KPI is to achieve sales budget of a certain vertical, products or services, s/he will not be eligible for leads generated for his/her vertical, products or services which are a part of his/her sales budget as defined in his / her KRA / KPI's.

Now, if the same person can generate lead with his /her initiative for products/services which are not part of his/her KRA's/ KPIs i.e. typically whose sales targets are carried by other sales verticals/ divisions, he/she will become eligible to participate in the SIP scheme. E.g. an employee in one of the industrial vertical viz., refinery/steel/pharma/channel/services generates a lead for Home Water Solutions/ CWS for which he/she is not carrying a sales target or KRA, than s/he becomes eligible for participating in the SIP scheme for that particular lead generated. Similarly, a service engineer whose KRA is to book service contracts, consumables / spares etc, generates a lead for new WTP / WWTP /Systems, he/she becomes eligible for claiming SIP for that particular lead.

Q. If I provide a lead to a member of the same team /vertical, will I get the incentive?

A. No. Such leads will not qualify under SIP. However, the supervisor can provide suitable acknowledgement for such an initiative during the member's appraisal.

**Q. I have just joined the company. Am I eligible to participate in the SIP scheme?**

A. Yes, the SIP scheme is applicable for all employees of the company up to the level of AVP. New recruits can generate SIP eligible leads and if they meet the qualifications they can earn the incentive.

**Q. I am a part of the support function within the company and am not involved in frontline sales /marketing. Am I eligible to participate in the SIP scheme?**

A. Yes, you are eligible to participate in the SIP scheme. In fact, we encourage support function employees to share all leads that they receive and thus contribute in improving the revenues of the company. This proactive initiative will be also duly recognized during appraisals.

**Q. How do I participate in the SIP scheme once I have information regarding a lead?**

A. Employees have to log in to <http://192.200.101.3/SLMS/public/index.php> from office location and <http://14.143.54.42/SLMS/public/index.php> if accessing the link from **outside** the office. On this portal he/she has to provide the required details of the lead and submit it. This same portal needs to be used for verifying the lead forwarded to you by the CRO.

**Q. After generating a lead, how do I know it is qualified for SIP?**

A. After generating a lead, the same will be registered as an enquiry with the CRO (Customer Relationship Officer) at your respective regional office. The CRO will verify if the lead already exists in enquiry/prospect register /universal domain records etc. If it is not already in our records, then CRO will forward the lead to concerned vertical representative and that person will review and update the status of verification in the system. Subsequent to this you will receive an automated email. If for any reason the vertical representative is not able to update the lead status then CMG RM will get involved in to the process.

**Q. How will the SIP scheme be regulated centrally?**

A. After the lead qualification approval is received from the respective CRO, a central project manager at Head Office (HO) will regulate this scheme for the timely qualification of lead and SIP disbursement amount. CMG, HO and HR will ensure timely disbursement of incentives for the qualified leads.

**Q. Apart from the SIP incentive for lead generation, am I eligible for further incentive in case the lead gets converted into an order for the company by the concerned sales team?**

A. Yes, on conversion of your lead into an order for the company, you will become eligible for additional incentive as defined in the SIP scheme.

Q. Is there an IT-enabled system in place to register a potential lead?

A. Yes. User manual has been shared with you in the same email.

Q. What will happen if my lead gets qualified but does not eventually convert into sales?

A. You will still receive the SIP lead referral incentive for the qualified lead.

Q. I have a referral which is less than Rs. 50,000/- in value terms. Will I be eligible for an incentive through this SIP?

A. The minimum value of the lead to be eligible for participation in the SIP scheme is Rs. 50,001/-. Hence you won't be eligible under this SIP scheme. In future, we may consider coming out with similar schemes for leads below Rs 50,000/- .

Q Are there limits for a minimum value of a lead or maximum value of a lead?

A. The minimum value of a lead to participate in the SIP scheme has to be Rs. 50,000/- while there is no upper limit for which leads can be generated.

Q. How does my incentive get calculated?

A. Your Incentive will get calculated in two tranches. First tranche is based on the lead value and the second tranche is when the lead gets converted into a full-fledged order.

Q. I have already got my lead referral award and now I am informed that my lead is converted into sales. How will my sales conversion incentive be processed and when will I receive it?

A. Sales conversion incentive will be realized after-sales invoicing and call dues are recovered. Incentive amount as per the order value will be processed by HR payroll team based on the payroll cycle and will be disbursed with the salary. Additionally your name will be highlighted for being the most effective lead generator and converter into sales. You will get the sales conversion incentive in your salary account for the month in which the lead has been converted into a confirmed order.

Q. Are there any other recognition opportunities other than monetary incentives?

A. Yes, periodically all names of employees who have got incentives will be displayed on the respective notice boards and certificates will be issued.

Q. If I have provided a lead value of Rs. 5 lakhs which gets qualified but when this gets converted into sales the order value increases to Rs. 10 lakhs, in that case how will my incentives be calculated?

A. If the initial lead of Rs. 5 lacs gets qualified you will be paid lead referral amount as per the approved lead value for Rs. 5 lacs. When the lead gets converted to a higher sale value of say Rs.10 lacs then the differential SIP will be paid along with the sales conversion incentive. If the sales person is successful in getting orders for more products or applications from that lead then those products/application will not be considered towards incentive calculation. Incentive will be calculated for sales value of product/application you have provided with the lead.

Q. Can I generate more than one lead at the same time?

A. Yes, you can give multiple leads at the same time. Each lead will be treated as a separate lead and will fetch lead incentives once each of your leads get qualified. As well as when each lead gets converted into Sales, you will get the sales conversion incentive. However, make sure you keep an eye on your KRA / KPI's performance too!

Q. Once the lead is generated should I continue to be in touch with the customer to address his queries?

A. No. Once the lead is passed on to the CMG team then you should avoid contacting the customer and wait for the right personnel from the company to initiate contact. If requested by the other team then you can help them introduce the client.

Q. Can I give a lead for service like O&M?

A. Yes, you can give leads for services as well. If the Service is in the form of O&M then the lead generated will get the incentive for valid lead based in value of O&M for the year, excluding applicable taxes.

Q. Can I get incentive if I provide lead for Home water solution?

A. Yes, you can generate and forward the lead for Home Water Solution as well, for Zero B products incentive slabs start from Rs. 7000.

Q. Can I get incentive if I provide lead from my KAM account?

A. Unless the leads pertain to CSR, CCWS, HWS you won't be eligible to qualify for Incentives from your KAM account. The reason for this is since KAM is assigned to only one person hence generating leadings from KAM will becomes his/her KRA.

**Q. Can I get incentive if I provide lead from my Dealers?**

A. No. Leads provided by dealers won't be eligible under SIP. In such cases, you can ask your dealer to provide customer's details and provide the same in the lead. This lead will be acceptable for SIP.

For example: dealer ABC provided a lead for ETP for the company PQR Ltd. Then

- If you provide lead details of ABC: it will not be considered for SIP

- If you provide lead details of PQR Ltd: it will be considered for SIP

**Q. How will my incentive be calculated in case of AMC / O&M deals?**

A. First incentive for lead acceptance is provided basis of estimated value and Accepted lead to sales would be basis of purchase order or contract value. In case the contract value is more than one year then only one year's prorate value would be considered for incentive.

**Q. Can I get Incentive for generating leads for Aquanomics?**

A. No. At the moment it is excluded.

**Q. Can I generate multiple leads from same customer?**

A. As long as the lead is not from your KAM account or helping your own vertical you can generate as many leads as possible. Each lead will be treated separately.

**Q. My KRA is to generate sales for products based out of India Can I get SIP for leads generated for international markets for same products?**

A. Yes, you can generate SIP acceptable lead, as international markets are not a part of your KRA.

**Q. I have been assigned a lead however I am not able to discuss with the customer due to his non availability or am waiting for further inputs from the customer. What should I do with the lead meanwhile?**

A. In such scenarios, you can contact lead generator for providing correct details or alternate contact details. Until then, please put the lead on "Hold" in SIP system by placing a date of review along with the reason for keeping the lead on Hold. System will prompt you on the date to conduct another review for the lead.

Q. If lead provided for AMC/ O&M gets converted to sales, where the billing is carried out on a monthly basis then how will the sales conversion incentive be calculated and paid?

A. When AMC/ O&M lead is eligible for sales conversion incentive, then the incentive will be calculated on a quarterly basis. Qtr followed are as stated below:

- January to March
- April to June
- July to September
- October to December

Note: Incentive for January to March will be paid in the March salary; provided all terms and conditions related to SIP payments has been fulfilled. The same is applicable for the other quarters.

Example: The basic order value (after excluding taxes and O&M value) is Rs. 3120000\* for 12 months period and invoice is raised on a monthly basis. In this case sales conversion incentive is calculated as follows:

Quarter	Month in which invoice is raised	Invoice Value	Sip Calculated on (Rs)	Incentive is paid in the month	Incentives per slab	Incentive paid (differential) <small>Note1</small>
Qtr 1	Jan	-	520,000	March's salary	3,000	3,000
	Feb	260,000				
	Mar	260,000				
Qtr 2	Apr	260,000	1,300,000	June's salary	6,000	3,000
	May	260,000				
	Jun	260,000				
Qtr 3	Jul	260,000	2,080,000	Sep's salary	6,000	-
	Aug	260,000				
	Sep	260,000				
Qtr 4	Oct	260,000	2,860,000	Dec's Salary	8,580	2,580
	Nov	260,000				
	Dec	260,000				
Qtr 1	Jan	260,000	3,120,000	March's salary	9,360	780
	Feb	-				
	Mar	-				
<b>Total Incentive received for 12 months period</b>						<b>9,360</b>

**Note1:** T&C to be followed based in SIP policy.

The incentive will be paid when T& C are unchanged during the duration of the contract; and when AR is recovered.

Q. I have given a lead for Rs.45,000 for industrial product/ services. Will I get incentive for the same?

A. Incentive slab starting from Rs. 7000 to 49999 is applicable for Zero B products only. You will get acknowledgment for the same providing lead less than 50000 for industrial product or services.

Q. Can I give lead of Zero b product for more than Rs.50,000? What will be my incentive for the same?

A. Yes. You will be paid incentive for the approved lead as per SIP policy document.