

Sales Incentive Plan (SIP)

Objective:

- To Encourage & Reward Sales and service teams for generating cross-vertical business leads (i.e., business opportunities for other verticals/business). The chief objective is “Cross Referral Sales Lead Generation”.
- To encourage all employees to generate sales and service leads for the organization.

Applicability:

This policy is applicable to all employees, up to AVP grade. However, Marketing team, CMG team and call center employees are excluded from this policy.

Process/ terms and conditions:

1. After generating a lead, employee will register it as an enquiry on SIP portal using <http://192.200.101.3/SLMS/public/index.php> from office location and <http://14.143.54.42/SLMS/public/index.php> is accessing from outside office. This will be automatically transferred to CRO's in his / her respective region. The CRO will verify if the lead exists in enquiry / prospect register / universal domain records etc. Post verification of its qualification, CRO will give a confirmation on its eligibility to the concerned regional head, vertical / reporting head of the lead generator and also the concerned vertical representative / head for whom the lead is generated for their approval/acknowledgement. On receipt of the acknowledgement Regional Head and CRO will qualify it as an eligible lead for referral SIP.
2. Once the lead is acknowledged as defined above, the lead generator will avoid further contact with the customer and facilitate introduction of right sales person to take the lead further.
3. In case CRO is not sure as to which sales vertical the lead needs to be assigned, regional head of CMG will facilitate the decision.
4. The lead eligibility will be decided within three working days by the process defined above. CRO will generate weekly report highlighting delays and with reasons if any. If the lead status is not communicated back within three working days, the lead referral incentive will be paid to the employee.
5. If the lead is not accepted as a qualified lead within 3 working days, following the above process, the decision will be communicated to the lead generator with reasons by CRO.
6. When lead gets qualified the lead generator will be eligible for referral incentive and if the lead is further converted to sales then the lead generator will be eligible to receive additional sales conversion incentive (SCI) as per the policy. Please refer to the incentive section of this policy for details on incentive amounts.

Terms and condition:

1. If lead is qualified and no sales conversion happens then the lead generator is only eligible for lead referral incentive. Please refer to Part 1 of the Incentive section of SIP.
2. Sales conversion incentive will only be realized after sales invoicing and complete receipt of the sales value. Incentive amount as per the sales value (excluding applicable taxes on sales and O&M value) will be processed by HR payroll team and will be disbursed with the salary of that month. Additionally your name will be heightened for being most effective lead generator and converter into sales.
3. Lead to contain details of end user, only then it will consider for SIP. Contact detail of lead has to be valid.
4. Sales and service team has to generate lead for other vertical.
5. Lead generates form KAM account for industrial business will not be valid. However if the lead is generated for ZERO products, CWS products or CSR then it will be considered for SIP.
6. If Domestic team generates lead for international and it is beyond his KRA then it is accepted for SIP
7. If International team generates lead for Domestic and it is beyond his KRA then it is accepted for SIP
8. Entre incentive payout and credit of sales will go from and to Business / vertical account that is being benefitted due to the lead.
9. Employees have to be active on the payroll of the company at the time of disbursement to claim the incentive. If the employee has left the company then all incentives accrued but not paid, will lapse.
10. Sales and service employees who have generated leads for other verticals and then if he / she gets transferred to the same vertical (whose leads has been passed on) then he / she will retain the right to earn the incentives as eligible under SIP for cross referral prior to the date of transfer.
11. Other than sales and service employees: If the employee is directly related to particular vertical then that person will be prohibited to enter lead for vertical/ division they are associated with. For example: Sales coordinator if generates lead for his/her vertical then it will not be considered for SIP
12. If Service in the form of O&M is sold, then 1st years O&M value will be considered for calculating incentive.
13. Lead, if generated or displayed on public forum like trade India or generated via published government tender then that lead will not be considered for the incentive calculation.
14. In the event of any grievance, the same will be looked after by an executive committee whose decision will be final and binding. The executive committee will be formed whenever such dispute/grievance is reported to resolve the same. Committee would consist of central Project Manager, lead generator's manager/ HOD, lead assigned Vertical Head & Regional Head.
15. Income tax applicable because of the incentive payout will be borne by the employee himself.

16. If lead is provided for ZeroB products then incentive slab start from the lead value of Rs. 7,000. Industrial products lead incentive starts from the lead value Rs 50,000.
17. Every lead is treated equally irrespective to the value. If lead of value less than SIP eligibility is contributed by lead generator then that lead generate gets equal recognition from HR.

Other:

1. Regional head's team to present details of an employee eligible for SIP and sales conversion incentive (SCI) every month.
2. HR team to publish the list if of all employees who have obtained incentives as part of the recognition scheme every month.
3. SIP/SCI to be handed over to all employees for maximum visibility and should also be highlighted during induction.

Incentive:

Incentive can be earned when lead is qualified and when lead is converted to sales. When lead is qualified then the employee is eligible for lead generation incentive as per part 1 below and when lead gets converted to sales then the employee is eligible to get sales conversion incentive (SCI) as per part 2 of the incentive table.

Part 1: Lead generation incentive: is very clearly stated as follows. Please note, lead value accepted by lead vertical, will be used for incentive calculation.

Lead Value (excluding applicable tax and O&M value)	SIP Initial Amount after the lead is validated
7 k up to 25 k (ZeroB Product)	200
More than 25 k to 49.999 k (ZeroB product)	350
50 k to 1 lacs	500
More than 1 lac to 2 lacs	750
More than 2 lacs to 5 lacs	1,000
More than 5 lacs- 10 lacs	1,500
More than 10 lacs to 25 lacs	2,000
More than 25 lacs to 60 Lacs	2,500
More than 60 lac & Above	5,000

Part 2: Referral lead converted to sales - Sales Conversion Incentive (SCI). Please note, sales value excluding applicable taxes on sales and O&M value will be considered for sales incentive calculation.

Order Value (excluding applicable tax and O&M value)	Lead Converted into Sales and AR recovered
Silver	
7 k up to 25 k (ZeroB Product)	200
More than 25 k to 49.999 k (ZeroB product)	350
50 k to 1 lacs	500
More than 1 lac to 2 lacs	750
More than 2 lacs to 5 lacs	1,500
More than 5 lacs- 10 lacs	3,000
More than 10 lacs to 25 lacs	6,000

Gold	
More than 25 Lacs 40 Lacs	0.3% of sales value
More than 40 lacs to 60 lacs	
More than 61 lac to 100 lacs	

Platinum	
More than 1 cr to 2 cr	$35000 + (\text{sales value} - 1 \text{ cr}) * 0.05\%$
More than 2 cr to 5 cr	$45000 + (\text{sales value} - 2 \text{ cr}) * 0.05\%$
More than 5 cr	$60000 + (\text{sales value} - 5 \text{ cr}) * 0.05\%$ or Rs. 95,000/- whichever is less

Sales Conversion Incentive (SCI) in Silver category is clearly stated above. Beyond that calculation will be done as follows:

Illustration: Gold category: sales value is Rs. 35.75 Lacs (this has to be excluding applicable taxes and O&M value).

Incentive calculation = Rs. 35.75 Lacs * 0.30%

Hence Incentive = Rs. 10,725/- (Ten Thousand Seven hundred and Twenty Five)

Illustration: Platinum Category:

1. Sales value more is Rs. 125 Lacs (this has to be excluding applicable taxes and O&M value).
Incentive calculation = Rs 35000 + (Rs. 125Lacs – 100 Lacs) * 0.05%
Hence Incentive = Rs. 36250/- (Thirty Six thousand two hundred and Fifty only)

Sales value more is Rs. 25 Cr (this has to be excluding applicable taxes and O&M value).

- Incentive calculation = Rs. 60000 + (sales value-5cr)*0.05% OR
Rs. 95,000/- whichever is less
Hence Incentive = 160,000 or 95,000 whichever is less
= Rs. 95,000 (Ninety five thousand only)

Additional Notes:

1. If a lead is provided for say Rs. 6 lacs and the lead gets qualified but does not get converted to sales then he shall be eligible to receive only Rs. 1500/-. However, if the lead gets converted to sales then with additional Sales Conversion Incentive he will make is Rs. 3000/- thereby making a total of Rs. 4500/-. This SIP is only applicable for first time sale.
2. Similarly, if the lead generated is not qualified by the business / vertical team then the no incentive will be applicable.
3. Minimum order value has to be Rs. 50,000/-
 - 3.1 The lead value accepted by the regional head after the process of qualifying it as defined above is to be considered for incentive calculations.
 - 3.2 If lead gets converted into sales, then sales value without tax and O&M will be considered towards the incentive calculation.
 - 3.3 If sales person with his efforts added more product or application to the same lead then those will be excluded from this incentives

Illustration of Cross Selling:

An employee in say one of the industrial vertical viz., refinery / steel / pharma / channel / services vertical generates a lead for home water solution/ CWS for which he / she is not carrying a sales target or KRA ,becomes eligible for SIP. Similarly, a service engineer whose KRA is to book service contracts ,consumable / spares and modifications generates a lead for new WTP / WWTP / system / process chemicals etc, he/she become eligible for claiming SIP.