

Brief	SMSA CRM Team prepares computes & submits Quarterly Sales Incentive Report.
Purpose	To achieve revenue growth in challenging sales environment and addressing the complexities necessitates having thoughtful compensation models that provide clear motivation for how our sales team can continue to sell effectively, align their attention to services in accordance with country and corporate strategy.
Persons Affected	All Sales Staff
Responsibilities	Sales Analyst/CRM Admin downloads & collects data from the SMSA system. This data includes revenue achieved in a specific quarter and the target which is based on the revenue of previous fiscal year quarter plus the agreed target increase. Sales Analyst/CRM Admin prepares and processes the data received and creates the incentive report based on each sales person's achievement. Sales Analyst/CRM Admin compiles the incentive report for the station, and gets it approved by the Global CRM team. Country Manager checks and validates the report then signs on it. Finance Manager validates the computation of the incentive report and make sure that the calculations are correct prior to approval. If not, then makes necessary corrections. Target and achievement are checked for accuracy in figures. Uncollected invoices are deducted as per company policy and procedure. Once validated, he signs it. The incentive payouts will be released accordingly.
Guidelines	The Sales Incentive Report shows the monetary incentive that sales executives are entitled for based on their performance in a specific quarter. Incentive eligibility will be from 90% achievement. The Sales Analyst/CRM Admin must immediately download data from the system once ready which is normally in the middle of the 1st month of the following quarter to ensure that report be submitted on time so as incentives are released at the end of the month following the quarter. The Sales Analyst/CRM Admin must ensure that the numbers provided are accurate and that calculations are reviewed and justified before submitting. All Incentives will stop by employee resignation and will be calculated to the end of last "full" quarter of work.

	The quarterly incentive is paid at the end of the following month of the quarter, each sales person will be given the following KPIs to achieve, each failure to achieve any of the KPIs will cause a deduction of the total incentive entitlement as per the table below.	
	ACP average collection period (Days)	The effect of the ACP target will be a fixed amount of "X" amount per day that will be either deducted from or added to the final incentive entitlement based on the non-achievement or over achievement of the ACP Target. Note: The "X" amount will be determined once we have the ACP in place.
	Lost Business (%)	The "%" amount will be determined once we have the CRM system in place.

Scheme Quarterly Sales Incentive (Revenue based Core Services)	
Description	Calculate achievement of all sales members individually in terms of revenue achieved against target. The scheme will show monetary incentive equivalent based on the revenue achieved against target of the specific quarter. Note: Since GP cannot be calculated at the moment, the incentive scheme will be based on Revenue achievement only.
Affected Services	Revenue Based Services: - Express - E-commerce - Freight - Others

Rules/Workings	- If the total achieved revenue represents less than 90% of target, sales person is not entitled to the scheme incentive in the quarter. - Quarter incentive will be calculated based on the new scheme file as illustrated below: - Revenue Based Incentive is divided into Express, e-Commerce, Freight, and "Others". - Target and Target weights are assigned to each sales person by the Country Manager at the beginning of each year. The weight assignment will vary between one sales person and another depending on the main product/s that the sales person is responsible
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	for selling. ○ The Incentive range is calculated based on the total revenue achieved in a quarter. The sales person will be entitled for the corresponding revenue range payout if the total achieved revenue exceeds 90% of the set target. ○ If 90% of the total target is not achieved then the sales person will not be eligible for any incentive (even if reaching his target for one or more products).
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Sales Manager Incentive Scheme

The Sales Manager will carry the overall sales target, and incentive payment will be against overall achievement vs target following the same Sales incentive scheme and weight per product.

CX Incentive Scheme

The CX incentive scheme (for Customer Experience members based within the Sales Teams) will be based on the target achievement of the overall Sales Area that they are handling. Below are the payout rules:

- If the Target Achievement is over 100%, the CX member gets an amount of BD 300 per quarter
- If the Target Achievement is between 85% and 100%, the CX member gets an amount of BD 200 per quarter
- If the Target Achievement is between 60% and 85%, the CX member gets an amount of BD 100 per quarter
- If the Target Achievement is less than 60%, the CX member gets NO Commission at all