

# INTER-OFFICE MEMORANDUM

Date: 19<sup>th</sup> Feb 2024

From: Asma Mourad  
Sales Manager – Egypt

to: Mr. Mohannad Khayyat  
Director-IBU

**Subject:** EGYPT 2024 SALES COMPETITION & LEAD CAMPAIGN

Dear Sir,

Further to the above subject; I would like to ask for an extension of our current incentive plan. It's important to keep our team motivated as we work towards our goals, and extending the plan will help with that. To provide clarity on the proposed extension, I have outlined the key differences between the old and new incentive plans:

- **Duration:** The old incentive plan was set to expire on **Last Quarter of 2023**, while the proposed new plan starting **from 1<sup>st</sup> Quarter till Last Quarter of 2024**.
- **Payout Structure:** There may be adjustments to the payout structure in the new incentive plan to enhance fairness and incentivize desired behaviors and outcomes.

2023			2024		
Egypt 2023 Sales, Tele sales & Freight Team Incentive Campaign			Egypt 2024 Sales, Tele-sales & Freight Team Incentive Campaign		
Q Target	Quarter Payment		Q Target	Quarter Payment	
Highest Incentive %	Account Managers / Account Executive (Core & Freight)	Tele-sales	Highest Incentive %	Account Managers / Account Executive	Tele-sales
Winner	12,000 EGP	6,000 EGP	Winner	15,000 EGP	7,250 EGP
1st Runner	9,000 EGP	5,000 EGP	1st Runner	11,250 EGP	6,250 EGP
2nd Runner	6,000 EGP	4,000 EGP	2nd Runner	7,250 EGP	5,000 EGP
Sales Manager	Half Month of basic salary		Tele Sales Supervisor	Half Month Gross Salary "Upon achieving the overall team Quarter Target"	
BDM	Half Month of basic salary		Sales Manager		
Freight Manager	Half Month of basic salary		Freight OPS Coordinators and Supervisor		
Tele Sales Supervisor	1 Month of basic Salary				
Freight Coordinator	1 Month of basic Salary				



### Campaign Incentives & Rewards

2023		2024	
Description	Payout (EGP)	Description	Payout (EGP)
Per Sales Lead Qualified	50	Per Sales Lead Qualified	100
3 Month Billing for Signed & Traded lead	1%	3 Month Billing for Signed & Traded lead	0.5%
Sales Lead League Winner per Quarter	1500	Sales Lead League Winner per Quarter	2000
Sales Lead League Runner-Up per Quarter	500	Sales Lead League Runner-Up per Quarter	1000

- Performance Metrics: The new incentive plan may include revised performance metrics to better align with our current business objectives and strategic priorities.

2023					2024		
Criteria	Account Manager / Executive	Tele-sales	Freight	BDM	Criteria	Account Manager / Executive	Tele-sales
Revenue	70%	70%	70%	70%	Revenue	70%	70%
International	30%	30%	10%	15%	KPI's	30%	30%
Freight	20%	10%	60%	0%	Activated Win (New Traders)	10%	10%
Domestic	10%	30%	0%	35%	Conversion Rate (80%)	10%	10%
SDC & Fulfillment	10%	0%	0%	20%	Visits / Calls	10%	10%
KPI's	30%	30%	30%	30%			
Activated Win (New Traders)	10%	10%	10%	20%			
Conversion Rate (80%)	10%	10%	10%	5%			
Visits / Calls	10%	10%	10%	5%			

Please let me know if you require any additional information or clarification regarding this request. Your feedback and input are highly valued as we work towards implementing the most effective incentive plan for our team.

Yours sincerely,



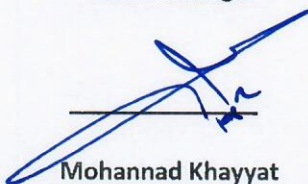
Asmaa Mourad  
Sales Manager



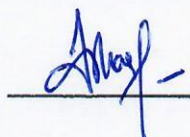
Ahmed Bakr  
Finance Manager



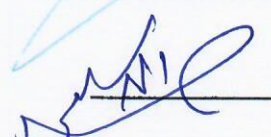
Mohamed Barakat  
Country Manager- Egypt



Mohannad Khayyat  
Director - IBU



Mohamed Burhan  
Director-Finance



Eng. Majed Alesmail  
Managing Director



## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

Scope	<ul style="list-style-type: none"> <li><b><u>Egypt 2024 Sales, Tele-sales &amp; Freight Team Incentive Campaign</u></b></li> </ul>
Owner	<ul style="list-style-type: none"> <li>The owner of this Campaign/ incentive is the Egypt Sales Manager and Egypt Country Manager "in the absence of the Sales Manager"</li> </ul>
Brief	<ul style="list-style-type: none"> <li>SMSA Express Sales Department-Egypt Launching a campaign to improve product growth, and customer base in a competitive structure that will incentivize best performers for the during the year of 2024</li> </ul>
Purpose	<ul style="list-style-type: none"> <li>Increase the product in focus and revenue growth.</li> <li>Increase penetration within the respective territories of sales members.</li> </ul> <p>To accomplish objectives on targeted revenue, product, and activities and reward the best achievers within the sales group.</p>
Responsibilities	<ul style="list-style-type: none"> <li>Sales Executives, Account Managers, Business Development Managers, Tele Sales Executives, Tele Sales Supervisors, Freight Co-Ordinator, Freight Supervisor and Sales Manager to pipeline their opportunities, and grow the business to increase SMSA's market share within the Egyptian market between 1st January 2024 to 31st December 2024.</li> <li>Sales Administrator – Prepare Weekly/ Monthly dashboard of the competition with scores and rankings displayed on the notice board</li> <li>Sales Manager, Tele Sales Supervisor and Country Manager or– To monitor and administer any conflicts within the team and or campaign</li> <li>Finance Department – Check and review numbers declared for commission, approve and arrange incentive payments in Payroll.</li> </ul>



## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

### Guidelines

- Each individual will participate separately and will be measured separately.
- Revenue per month will be communicated by the sales administrator based on each member's published Targets.
- Salesperson segregates and targets customer based on products and work on winning this business potential
- Team members work actively to win these customers' business between 1st, January 2024 till the end of December 2024
- Monthly dashboard of the competition with scores and rankings will be displayed on the sales notice board.
- **Overall Average of 90%** has to be achieved to qualify for the incentive payout.
- Final result of the campaign will be published in the last week of April 2024 for Q1, the last week of July 2024 for Q2, the last week of October 2024 for Q3 and the last week of Jan 2025 for Q2.
- The campaign will end on 31<sup>st</sup> December 2024 and this period will close for all revenue or activities calculations.
- Eligible members are Sales Executives, Account Managers, Business Development Managers, Tele Sales Executives, Tele Sales Supervisors, Freight Co-Ordinator, Freight Supervisors and Sales Manager.
- If any dispute is incurred, Country Manager will have the final decision to resolution.
- Any Customer outstanding on previous incentives will be deducted on the next revenue achievement that will reflect negatively on the incentive if the invoice is not fully settled.
- All agent-routed business handled by the account executive will not be added to gross target
- Any misuse or misdeclaration of data for the campaign will lead to disciplinary action i.e., changing the account of existing territories, wrong declaration of activities, and or any other misconduct.
- Payment percentage will be equal to achieved percentage
- Freight Coordinator and Freight Operation Supervisor isn't ranked but takes the incentive after achieving 90% of the country's overall freight budget

### Egypt 2024 Sales, Tele-sales & Freight Team Incentive Campaign

Q Target	Quarter Payment	
Highest Incentive %	Account Managers / Account Executive	Tele-sales
Winner	15,000 EGP	7,250 EGP
1st Runner	11,250 EGP	6,250 EGP
2nd Runner	7,250 EGP	5,000 EGP
Tele Sales Supervisor	Half Month Basic Salary "Upon achieving the overall team Quarter Target"	
Sales Manager		
Freight OPS Coordinators and Supervisor		

## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

Criteria	Account Manager / Executive	Tele-sales
Revenue	70%	70%
KPI's	30%	30%
Activated Win (New Traders)	10%	10%
Conversion Rate (80%)	10%	10%
Visits / Calls	10%	10%

### Important Notes: -

#### 1) New Business

- a) **Pure new business:** Accounts signed and traded during the period between 1<sup>st</sup> Jan 2024 to 31<sup>st</sup> December 2024.
- b) **Accounts signed and never traded:** and activated during the period of this campaign as of 2024.
- c) **Lost customer:** Lost customers for more than 6 months and activated during the period of this campaign 2024.



## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

Scope	<b>Egypt 2024 Sales Lead Campaign</b>
Brief	SMSA Express Egypt launching a sales Lead campaign to generate quality leads, increase the customer database, and trade customers in a competitive structure that will incentivize cross-functional department Operations, Customer Service & Retail in 2024.
Purpose	<ul style="list-style-type: none"> <li>• Motivate the department to generate leads that convert to opportunity and business</li> <li>• Capitalize on the frontline involvement in the field to generate contact and connections</li> <li>• Rapid increase of qualified sales lead</li> <li>• Improve cross-function relationships as well as the frontline relationship with customers</li> <li>• Generate New Business Improve cross-function relationships as well as the frontline relationship with customers.</li> <li>• Generate New Business.</li> </ul>
Responsibilities	<ul style="list-style-type: none"> <li>• This procedure manual applies to all staff excluding Managers, supervisors, and Sales members</li> <li>• Sales administrator: Maintain the sales lead database, Validation and qualification of the lead, follow up with sales on the progress of the lead, prepare weekly, and monthly lead reports, and league scores to be displayed on the notice board, and make claim forms for qualified staff and submit for approval and finance for payout</li> <li>• Sales Manager: allocate qualified leads to sales, monitor progress through the weekly sales meetings, check and approve the campaign payouts</li> <li>• Sales: make calls, visits, appointments, and contracts and close the business within 1 week. To keep the sales coordinator updated on the progress of all allocated leads daily/weekly</li> <li>• Country Manager: Approve the monthly payouts as per the policy</li> <li>• Finance &amp; HR: Payments are included in the staff payrolls each month.</li> </ul>



## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

<b>Guidelines</b>	<ul style="list-style-type: none"> <li>• All leads should be submitted to the sales administrator via the sales lead form</li> <li>• Sales Administrator to receive and log in all leads onto the lead database</li> <li>• Sales Admin to qualify the lead and send it to the Sales manager within 24hrs</li> <li>• Sales Manager to allocate the lead to the salesperson</li> <li>• Sales person to establish contact with the customer and do all necessary actions to convert the opportunity into business</li> <li>• Sales person to update the sales admin about the progress on a daily/weekly basis</li> <li>• Sales admin to maintain updated progress report of each lead on the sales lead database</li> <li>• Sales admin to prepare the weekly lead league report and post it on the notice board and keep the source updated on the progress of the lead they have submitted</li> <li>• Sales admin to prepare the monthly payout report for all the participants and submit it to finance with all necessary approval for payouts</li> <li>• Finance team to Cross Check all approved claims and forward all approved payments to HR that will be included in the staff payrolls each month.</li> <li>• If any dispute is incurred, Country Manager will have the final decision to resolution.</li> <li>• Any misuse or misdeclaration of data for the campaign will lead to disciplinary action i.e. wrong declaration, sales involvement to furnish leads or allocate business to an individual and or any other misconduct.</li> </ul>
<b>Forms Used</b>	<ul style="list-style-type: none"> <li>• Sales Lead Form</li> <li>• Claim Form</li> </ul>

### Campaign Incentives & Rewards

Description	Payout (EGP)
Per Sales Lead Qualified	100
3 Month Billing for Signed & Traded lead	0.5%
Sales Lead League Winner per Quarter	2000
Sales Lead League Runner-Up per Quarter	1000

## Egypt Sales Incentive & Lead Campaign

Owner: Sales Manager (Egypt)

Department: Sales

### **Important Campaign Notes: -**

1. **Lead Period:**
  - 2024 Year
2. **Qualified Leads:**
  - Lead that the sales Admin has qualified and the Sales Manager has allocated Sales for a Visit.
  - Pure new lead that never been registered in sales leads log sheet." Not existing and not in sales team pipeline"
  - In case of repeated lead; the first submitted will be considered only.
3. **3 Month Billing 0.5% Criteria:**
  - Account Signed and continuously traded for 3 Months 0.5% of the total revenue generated "excluding taxes and PAF" will be payout for the lead generator.
  - The 3 months period will be considered from the month following the account opening.
  - For the Lead League minimum of 15 qualified leads will only be eligible for the incentive payout.