**Incentive Circular For 2016-17**

Dear Team,

It is my pleasure to announce the incentive circular for 2016-17.This year’s incentive scheme is based on Following Parameters:-

1. ***Minimum Guarantee incentive****:*-

TBM achieving more than 60,000/Month onwards will be eligible for MGI

1. ***Monthly Incentive:-***

Monthly incentive will be based on growth of net secondary sales for said month over same month of last year.

1. ***Star Award***

Star Award is specially for those star TBMs who perform extra ordinary in financial year 2016-17

1. **Product Incentive**

**Specially designed for star brad FERTIWISH –F**

***Minimum Guarantee incentive***

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***Sale*** | ***0.60*** | ***.61-.75*** | ***.76-1.00*** | ***1.01-1.25*** | ***1.26-1.50*** | ***1.51-1.75*** | ***1.76-2.00*** | ***2.01-2.25*** | ***2.26-2.50*** | ***>2.50*** |
| ***MGI*** | ***0*** | ***1000*** | ***1500*** | ***2000*** | ***2500*** | ***3500*** | ***4500*** | ***5500*** | ***6500*** | ***7500*** |

***Monthly Incentive:-***

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| % INCENTIVE | | | | | | | |
| **VOLUME SALE** | **VALUE GROWTH** | | | | | | |
| **0-.25** | **.26-.50** | **.51-.75** | **.76-1.0** | **1.01-1.25** | **1.26-1.50** | **1.51-1.75** |
| 0.6 | 0% | 3% | 4% | 5% | 6% |  |  |
| .61-.75 | 3% | 4% | 5% | 6% | 7% |  |  |
| .76-1.0 | 4% | 5% | 6% | 7% | 8% |  |  |
| 1.01-1.25 | 5% | 6% | 7% | 8% | 9% |  |  |
| 1.26-1.50 | 6% | 7% | 8% | 9% | 10% |  |  |
| 1.51-1.75 | 7% | 8% | 9% | 10% | 11% |  |  |
| 1.76-2.0 | 8% | 9% | 10% | 11% | 12% |  |  |
| 2.01-2.25 | 9% | 10% | 11% | 12% | 13% |  |  |
| 2.26-2.50 | 10% | 11% | 12% | 13% | 14% |  |  |
| 2.51> | 11% | 12% | 13% | 14% | 15% |  |  |

***Star Award***

*A . On achievement of PMPM of 1.75 lac or more with a growth of 35% and above over last year, the TBM will be awarded a three days and two nights stay and travel to and fro (3rd Ac) outside the zone.*

*B . On achievement of PMPM of 1.25 lac or more with a growth of 35% and above over last year, the TBM will be awarded a three days and two nights stay and travel to and fro (3rd Ac) within the zone.*

**Product Incentive**

1. On secondary sale of Fertiwish F 1500 strips in six month TBM will get Samsung Mobile .

(B) On secondary sale of Fertiwish F 3000 strips in six month TBM will get LED 32 inch.

***Terms and Conditions for Incentive earnings:-***

1. **Sale of current incentive earning month should not be less than the average sale of last financial year 2015-16**
2. **Subsequent month secondary sales achievement must be 85% of previous month secondary sales**.
3. New joinee will be eligible for incentive earning after probation period onwards.
4. All saleable returns will be deducted 200% and all schemes/Expiry/Breakage goods will be deducted 100%. All incentive calculations will be on Net Sales volume.
5. All payment of invoices done in the period for incentive must be cleared within 21 days for outstation parties and in 7 days for CFA town Parties.
6. In case of long leave in the incentive earned month, case would be evaluated on individual basis, subject to approval of Head Office.
7. For annual incentive TBM must be in company from last 9 months.
8. TBM should be in the company while disbursing the incentive.
9. Minimum base for incentive earning will be last 3 months average sale.

* **NET SALE WILL BE CALCULATED AFTER DEDUCTING SCHEME, EXTRA BONUS ,DISCOUNT,NET RATE TO DOCTORS/CHEMIST HOSPITAL/INSTITUE/STOCKIST/DIRECT SUPPLY FROM C&F OR COMPANY**

***Disbursement of Incentive:-***

Incentive amount will be paid within 60 Days of stipulated period.

**Management deserves the right to modifying the guidelines or any clauses of the plan at any point of time.**

With Best Regards,

Prabhat Rana

(Sales Manager)