

001/Posiflex/Target/2021

Date: 27-01-21

To,

Mr. Basha,
Sales Manager-AP & Telangana, (POS , RUG & AIDC)

Sub: Sales Target for 2021

As we embark upon our journey to achieve higher goals, please find below your targets effective from 1st of January 2021.

Executive Name	Yearly Target	SBU	Q1	Q2	Q3	Q4
BASHA	4,40,00,000	POS	1,10,00,000	88,00,000	1,10,00,000	1,32,00,000
	1,00,00,000	RUG	25,00,000	20,00,000	25,00,000	30,00,000
	75,00,000	AIDC	18,75,000	15,00,000	18,75,000	22,50,000
TOTAL	6,15,00,000		1,53,75,000	1,23,00,000	1,53,75,000	1,84,50,000

The sales out report submitted by Partners at the end of each month will be considered as your achievement for POS & RUG business (i.e secondary sales) and for AIDC products what we will sell directly to channel partners i.e ERP report will be considered. Hence it is important that your partners submit their sales out report for timely report generation.

Wishing you all the best for achieving your revenue goals in 2021!

Happy Selling!!!

Best Regards,
For Posiflex Technology India Pvt Ltd.,



Dinesh Rao Ullal
VP Operation

Ghouse Basha
Manager Sales (POS, RUG & AIDC)

Sales Team SOP – Variable Pay Policy - FY 2021

- Achievement for year 2021 is considered as per below rule -
 1. 100% Target achievement value is considered equal to 90%.
 2. Balance 10% is considered from OKR (details of OKR briefed below)
ex: - If executive achieve 80% of Target in each QTR.
 - a. $80/100 * 90 = 72\% + 10\% \text{ from OKR} = 82\%$
 - b. $90/100 * 90 = 81\% + 10\% \text{ from OKR} = 91\% \text{ Ach.}$

OKR (Objective Key Results)

- Each Sales manager's Target - 90% will be basis on the ach. of numbers and the balance of 10% will be measured basis on the following OKR parameters - which will be measured on Qtrly basis: -

OKR For Channel Manager: -

1. No. of PVAR+ / PVAR / AVAR partners to be signed and onboarded per Qtr (count 3/Qtr) – 2.5 points
2. 50% to be achieved by each signed partner's (excluding new signed partner of that Qtr) against assigned Target – 2.5 points (Ex: If total partner list is 10 and only 6 partners cross 50% of assigned target in each Qtr then 60% of 2.5point is computed).
3. Commitment on No. of outstation Travels for business development activity – 2.5 points (count to be given by each executive) –

a. South 1: Basha - 3 visits per Qtr

4. Number of New Projects acquiring new customers which will give recurring revenue of 5lacs value equivalent / one single project value of 5lacs & closed by each SM's – 2.5 points (count to be given by each executive) –

a. South 1: Basha - 2 Projects per Qtr

Variable Pay Policy:

If Salesperson achieves his target -

- For Variable achievement % please refer sheet 1.
- 100% - 100% Variable pay will be paid.
- If achieved between 70% to 99% then 70% variable will be paid.
- If executive handling 2 Business division (POS, RUGTEK & AIDC), then if he achieves 70% & above in one business division and less than 50% in another, eligible to get Half of 70% variable.

- If he achieves 70% & above in one division and achieves min cap of 50% & above in another, eligible to get 70% variable.
- 100% basis combined target eligible 100% variable.

Booster: Computed Annually

- Anybody achieved higher than 100% upto 129% will receive variable to the tune of % achieved higher than 100%.
(Ex if achieved 105% → gets 105% of variable, if 119% → gets 119% of variable)
- With maximum cap of 130%**. IF achieved 130% or higher then executive gets- 150% of variable payout. (**Achievement is considered the combined value of all business division)

Business Units are RUGTEK & AIDC, POS

S.no	Business Unit 1 (any)	Business Unit 2 (any)	Variable Pay Eligible	example
1	70% and above	below 50%	35%	
2	70% and above	50% and above	70%	
3	100%	100%	100%	
Booster Incentives: Computed Annually				
4	Ach. 100% of assigned target (all business unit) of a given year computed annually		Eligible to get balance variable pay of given Qtr in the financial year where ach is less than 100%.	Ex: Q1 variable Achd 35%, Q2 Variable Achd 70%, Q3 variable Achd 50%, Q4 variable ach 70%, At the year end if your overall achievement is 100% then will get the previous Qtr balance variable amount.
5	Above 100%	Above 100%	Tune of % Achieved.	If ach above 100% & below 129% of the combined Target of both business units follows working as below ex:-combined Target of both BU = 100 Achd value = 115, then % of variable computed is 1.15 times of eligible variable pay of the given year. . It will be paid minus any Qtrly paid incentives.
6	Above 100%	Above 100%	If ach above 130% of combined Target value get 150% of variable.	If ach above 130% in the combined Target of both business units then get 1.5 times of eligible variable pay of the given year. It will be paid minus any Qtrly paid incentives.

Variable Pay period	Payment Collection Deadline	
Qtr Sales	Collection	Variable Payment date
1st (Jan - Mar)	June	July 15th
2nd (Apr - June)	Sept	Oct'15th
3rd (July - Sept)	Dec	Jan '15th
4th (Oct - Dec)	Mar	April 15th

Incentive claim condition:

1. If outstanding payment is not collected within said deadline, the variable pay will not be paid in next quarter cycle, instead an additional window of another 90 days is given to regularize the payment failing which the variable pay is differed as per above explanation.
2. If any outstanding has been received after allotted credit period, then the payment will get process in next coming month (Subsequently calendar month Tentative date is 15th).
3. At the time of exit of the employee, he/she should ensure no AR due, if anything pending will be deducted from the pending salary/variable pay. The maximum deduction is limit to the pending due equivalent to Salary + Variable pay + any other dues.

Best Regards,
For Posiflex Technology India Pvt Ltd.,

Ghouse Basha
Manager Sales (POS, RUG & AIDC)