

Sr. 1	Key Resul Area (KRA)	Key Performance Indicator (KPI)	Measures of Success	KPI Weightage
1	Sales Anticipation	Forcasting Sales	Forcasting sales revenue with minimum of 80% to 120% Accuracy	4
2	Increase the Sales and Market Share	Generating Leads	10 new leads weekly potential buyers in Opportunities	4
			10 Weekly appointments with key decision makers (Meetings)	3
	Revenue Generation	Per month Revenue Generation should be 28000 per month, 84,000 quarter target	Target should be achieved (otherwise weightage 0)	30
3	Applying Competencies to meet target	Conversion rate, Convinencing skills- how well do u translate enquires.	cold knock/walk in meeting 20% ,	3
			internal reference -50% ,	5
			Fixed Meeting -50%	10
		Customer Retention, Relationship building	40% credit customer should be retain , other than resellers and campaigns	4
			50% resseller customers should be retain in a quarter	4
			30% campaign customer	4
4	Collection	To ensure that the customers clear their dues within existing timelines	80% of the client clear the dues on time (any credit given to the client more than 30 days with less than 20,000 dhiram will have approval with team leader and if more thant 20 000 rhan with amit sic)	10
5	Information Management	Reporting	Updating daily activity results at the end of each day	4
			Attending exhibitions, submit, conference, events and specialised training (work/profession related, which develop individual personally or professionally)	5
6	Compliance of Laid down Policies an Procedures of the Company	Adherence to all company policy	Time management, Adhering to all system, processes,	5
			attending 80% of inhouse Trianing	5
				100

Min	Max	Actual	Actual Score	comments
1	3	3	5	
130		130	4	
130		130	3	
80%		120%	36	
20%		20%	3	
50%		50%	5	
50%		50%	10	
60%		60%	4	
70%		70%	4	
40%		40%	4	
80%		80%	10	
100%		99%	4	
80%		80%	3	
100%		100%	5	
2		3	5	
				105

Incentive Scheme		
Employee KPI Weightage total	Percentage	Times
60 to 80	15%	Three month salary
80 to 100	30%	Three month salary
100 to 120	45%	Three month salary
120 to 150	55%	Three month salary
150 +	70%	Three month salary

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Employee KPI Weighttag e total	Percentag e	Times
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80 to 100	30%	Three month salary
100 to 120	45%	Three month salary
120 to 150	55%	Three month salary
150 +	70%	Three month salary