

Sr. 1	Key Result Area (KRA)	Key Performance Indicator (KPI)
1	Sales Anticipation	Forecasting Sales
2	Development of Sales Action Plans	Prepare the annual business plan in line with the overall business and organizational goals
3	Management reporting on Sales Performance	Internal Business Process
4	Team Handling	Ensuring your Team achieve 100% of their KPI

		Revenue Generation
5	Applying Competencies to meet target	Conversion rate
		Customer Retention
6	Collection	To ensure that the customers clear their dues within existing timelines
7	Information Management	Reporting
8	Compliance of Laid down Policies and Procedures of the Company	Adherence to all company policy

Measures of Success	KPI Weightage
Forecasting sales revenue with minimum of 80% Accuracy	
Conducts market research and develops sales plans and updates periodically based on changing market scenarios and insights from the prior quarters. Develop sales strategies based on customer ranking that includes contact frequency, measurable goals and deadlines.Sales plan must be reported monthly and quarterly to management team for analysis and approval.Target: Review, update, management approvals on a quarterly basis	
Conceptulized "out of the box" Telcom/IT based solution and sell it to client	
Create and send accurate monthly reports.Reports should indicate the following: A) Plan vs Achieved, B) Reasons for any shortfalls C) SWOT analysis. D) Next month targets E) Submit Competative Analysis F) New business vs. repeat business and (G) Turnover rates (H) Liaison with Tech Support for product customization for solution or for product improvement feedback as and when required; Target: Reports to be submitted by 7th of Every Month for the prior month.	
To ensure that the company policies are followed by all team members and ensure that all meet/exceed their quantitative and qualitative target. Ensuring your team members adapting and performing work in response to changing organisational requirements.Track the performance of sales team and guide them consistently Nominate Team for rewards. Ensure your team adhere to all company policies, .	

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Analysing the competency gaps of their team member and ensuring they are receiving proper training for the same and develop them to become future leaders	
Per month Team Revenue Generation should be 1 million Aed per month; 3 million quarterly for April - June and July to Sep and 1.2 Million Aed per month; 3.6 Million for Oct- Dec and Jan-Mar	
Convincing skills- how well do u translate enquires, cold knock meeting 10% web page enquire 60%, Other Source -40%, Fixed Meeting : 50%	
Relationship building- 70%customer should be retain , 80% reseller customer/recharge the sms , 50% campaign customer	
Work with the accounts to identify any delays and with the Operations to mitigate any issues being seen at the client end. 80% of the client clear the dues on time	
Updating daily activity results at the end of each day	
Attending exhibitions, submit, conference, events and specialised training (work/profession related, which develop individual personally or professionally)	
Time management, Adhering to all system, processes, attending 80% of inhouse Training	
	<b>100</b>