Sr. 1	Key Resul Area (KRA)	Key Performance Indicator (KPI)	Measures of Success	KPI Weightage
1	Database Management and Sales Tracking	Customer Profiling and Pipeline Management	a)Have to churn and re-churn the database.. b) Have to do the company profile eg: size of the company, Services of the Company, Industry. c) Have to ensure client pipeline everyday	5
	Increase the Sales and Market Share	Weekly contacts and appointment	170 weekly contacts- Phone, cold calls, Emails etc	10
2		Generating Leads	20 new Leads weekly (Potential buyer)	20
			Have to fix 20 Weekly appointments of UAE Team with key decision makers	10
3	Applying Competencies to meet target	Conversion rate	50% of the leads transferred to UAE team should be converted into business	20
		Have to achieve 80& of Quality Score	Quality Calls: A) Client should be aware of Mobishastra Prodcut and Features B) Client order should be more than 1000 Dhiram	20
5	Information Management	Reporting	Updating daily activity results at the end of each day	5
6	Compliance of Laid down Policies an Procedures of the Company	Adherence to all company policy	Time management, Adhering to all system, processes, attending 80% of inhouse Trianing	10
				100