1. Lead registration:

Any customer lead will be registered to a particular source only once the walk-in is completed.

For customers locating outside the project city, lead registration can be done only the virtual call is complete.

Customer cannot choose to change source of their introduction after they have acknowledged a specific source in the first visit.

International channel partners can register a lead through an email marking both sales team member and the customer.

Loyalty benefits are applicable only to immediate family members and limited to parent, children & siblings.

1. Lead Conflicts:

If there are two sources for the same customer lead, the source that the customer recognizes at the time of walk-in/virtual call would be recognized as the source.

If a channel partner brings an existing customer for a new project, the customer will get 50% of the loyalty discount applicable. The channel partner will get their credit.

If two channel partners are sharing the same lead, the partner whom the customer acknowledges during the first visit shall get the credit for the lead/booking.

1. Employee credit:

If there are two employees involved in a single lead generation, the credit will accrue to employee as per the source recognized by the customer during the first visit/virtual call.

For central sales teams (international, loyalty, pre-sales), the sourcing credit will go to the relevant team member from these teams and deal closure credit goes to the team member closing the deal (site or international sales).

1. Post-sales/CRM teams:

Sales team is responsible for addressing any lead source conflicts, if they emerge even after booking is complete and relationship handed over to CRM team.

Post-sales teams can take separate credit for generating referrals from existing customers and would be eligible for incentives.

1. Sales Incentives:

Sales incentives are paid once 20% collection from customer is complete post booking. Payment is done on a quarterly basis.