

# Business Development Incentive Policy

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## **1. Introduction**

### **1.1 Objective**

This policy defines the incentive guidelines and processes for employees who acquire business for SGA. Through this, SGA wants to encourage its employees to make use of business opportunities. Further, it wants to motivate and reward employees who take additional initiative and show commitment towards the organisation and its mission.

### **1.2 Scope**

The scope of this policy applies to all employees of SGA, whose regular responsibilities do not include business development activities for SGA.

### **1.3 Glossary of Terms**

Terms	Description
BUH	Business Unit Head
CEO	Chief Executive Officer
COO	Chief Operating Officer
DH	Department Head
HR	Human Resources
SGA	SG Analytics Pvt. Ltd.

## **2. Responsibility**

HR team would be responsible for verifying the effectiveness of the process and its revision whenever required

The Finance department is responsible for the timely and correct payout of the incentives

## **3. Guidelines**

1. Employees who successfully acquire new business for SGA by hunting are eligible for the payment of a cash incentive, provided that
  - i. The employee has initiated the deal through his / her own initiative and not under direction of his / her manager
  - ii. It results in a contract being signed between SGA and the client
  - iii. Revenue has been realised on that contract
  - iv. The client is a completely new logo and not only a new department under the same logo
2. If the above conditions are fulfilled, employees will receive an incentive amounting to 3% of the contract value for a maximum period of 12 months

## **4. Procedure**

1. In case of a business prospect, employees should inform their DH / BUH, who will carry forward the discussions and closure. The employee should be informed about the outcome of his / her prospect

2. On signing the contract, the DH / BUH should approve the incentive payout and communicate the same to Finance ([finance@sganalytics.com](mailto:finance@sganalytics.com)) and HR ([hrgroup@sganalytics.com](mailto:hrgroup@sganalytics.com)) giving a justification of the case
3. The incentive will be paid out with the salary on actually realised revenue at the end of every quarter

### 5. Exceptions

Any exception to the policy would be provided by CEO / COO