

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			1 of 9

PURPOSE

To make Sales Force more disciplined by using System, Procedures and Policies of the organization to improve Sales.

SCOPE

Briefly mentioned in the below document

REFERENCE

FICCI	Federation of Indian Chambers of Commerce & Industry
CII	Confederation of Indian Industry
RoC	Registrar of Companies
KAM	Key Accounts Management
PMO	Project Management Office
CIF	Customer /Client Information Form
MoM	Minutes of Meeting

RESPONSIBILITY

Each and every Sales staff should adopt the process and Procedures of the Policies to ensure best practices are followed to better the image and performance of the Organization.

PROCEDURE / DESCRIPTION OF ACTIVITIES

1. INITIAL PROCESS

1.1. Prospective Customer Identification Process:

- References from existing Customer
- Taking industry wise contact details from Net and Social Network
- News Paper, Magazines and Visual Medias
- Approaching FICCI, CII or RoC for details

1.2. How & whom to approach:

- Cold Call: ensure to get correct person on the other end
- Operations, Administration & Procurement, Corporate Service Dept, Estate & Premises Dept.
- Get appointment from the concerned person for a meeting.
- Handover the appointment details to the Local Sales Head.

1.3. Meeting with Customer:

- Sales Person maintain them update always.
 - a) Men with Formals, executive shoe and matching Tie
 - b) Women with Pant-Shirt, Chudidar or any decent dress which suits to the profession.
- Sales Staff should have the thorough knowledge of OEC and well versed with Products and Processes

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			2 of 9

- Sales Staff must do home work and gather enough information on the Customer, about their type of business and type of document generation, whether they are having tie-up with any of our Competitors, If Yes, how long they are in association and what could be the reason for looking new vendor prior to the meeting with the Customer
- Sales staff shall reach to the meeting place 5-10 minutes before the scheduled time and inform the Customer by giving a call or SMS
- Give a Warm Greeting to the Customer and introduce himself/herself to the Customer
- Give a brief Introduction on OEC
- Ask them, presently how they are managing the process/documents and what are the issues they are facing. During the discussion the sales staff should gauge the requirement of the customer.
- Inform them about our expertise and cost savings with examples and gain their confidence
- Note down the volume of documents and get more information about the processing of documents etc
- Invite them to visit OEC facility
- On return from meeting, send out a “Thank You” mail along with MoM. The Thank You mail should be sent within 1 day (not 1 working day)
-

1.4. Process Information & Costing

- Basis on the gained information, discuss the in detail with Operation Head.
- Prepare process flow for the required or suggested services and send it to the Customer for approval
- Once approval comes of the same or with changes if any, hand over the process to Operation (or to designated staff) for costing purpose
- Operation need to revert with costing within 1 working day from the receipt of details
- Prepare and send the Proposal for the required services to the Customer

2. Secondary Process

2.1. Proposal creation and submission:

- Sales Person will prepare the proposal and submit to their immediate reporting head for approval (if it is different than Standard Quote)
- Proposal will have the Reference Number, eg: RN-14-15/001 (RN: Raghu Nair)
- The Reporting Head will check the proposal and give approval within 24 hours from the time of receipt of the proposal.
- Sales Person will send the Proposal to the Customer via e-mail with a Cc to HOD - Sales.

DEPARTMENT		ISSUE DATE	REVISION #
SALES	OEC-SAL-SP-P-01	2016-05-12	1.0*
	SALES POLICY AND PROCESS		PAGES 3 of 9

2.2. Follow-up

- Call the Customer and ask whether he/she have received the proposal
- Get an appointment for a meeting to finalize the deal
- TAT for finalization of business: 15 days from the date of sending proposal. Any extension beyond 15 days has to be approved by respective head.

2.3. Negotiation

- Have a person to person meeting for rate negotiation
- Avoid negotiation over phone
- Do not negotiate below base rate only for the sake of getting the business
- Sales Person is not having authority to negotiate below the base rate.
- Any such negotiation is required it will be strictly approved by the HOD- Sales

3. Final Process

3.1. Order Confirmation

- Final rate negotiation and business finalization
- Get confirmation from Customer in writing in the form of Purchase Order or Letter of Intent
- Send acknowledgement with a "Thank you" mail to Customer
- Filling of CIF (Customer Information Form (OEC-SAL-SP-F-01) & Pickup workbook for Customer set-up

3.2. 4 way co-ordination post finalization

- Responsibilities of Sales, Accounts, Operation & Legal Team

3.2.1. Sales Team

- Send Final Scope of Activities to the Customer
- Send OEC Draft Agreement to the Customer
If the Customer is having their own draft, get the same and send it to OEC-Legal for vetting
- Co-ordination with Operation Team (Pickup) to ensure timely Pickup as per Schedule
- Filling-up CIF by Sales Team:
 - a) Sales Team need to ensure 100% accuracy in filling of CIF in the first time itself
 - b) TAT: within 24 hours from the date and time of receipt of Purchase Order
- **Approval of CIF:**
 - a) On receipt of complete and correct CIF, HoD -Sales will approve the Rates basis the Bench mark Rates via e-mail.
 - b) If there is a drastic Deviation from the Benchmark Rates, will require approval from the Director.
- **Scrutiny on CIF:**
 - a) Approved CIF will be scrutinized by the PMO simultaneously

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			4 of 9

b) Any deviation on Financial/Legal impact, will be communicated to the Board of Directors CC to HoD-Sales

- **Agreement:**

- OEC Legal will draft the Agreement based on the Standard Draft Agreement and the Rates from the approved CIF
- In case of any major change in Agreement clauses which will impact OEC, the same will be referred to OEC's Legal Advisor.
- Final Agreement draft shall be shared with the Sales Team
[TAT: 2 Working days from receipt of Approved CIF]
- After the final Agreement draft is accepted by the Customer, Sales Team will send an email to OEC Legal confirming to print and frank the Agreement
[TAT: 2 Working days from receipt of confirmation of Agreement acceptance]
- Signed copies [2 sets] from OEC will be given to the Sales Personnel to get the copy signed from the Customer.
- Final signed Agreement from the Customer will be submitted to legal department.
- Legal department to update the register and to enter the agreement details and rates in the TOBAS System, scan the agreement and upload the agreement in DMS – Docpro in T+1 days.
- Legal Department to hand over the customer signed hardcopy of the agreement to Accounts department for archival and storage in T+1 days.

- **Agreement Renewal / extension of agreement.**

- Sales staff shall be responsible for timely renewal or extension of the Agreement.
- Sales staff shall engage the discussion with the client at least one month prior to the expiry date of the agreement.
- Due to whatever reason if the terms of the agreement is not finalised, there should be a document in place on extension of agreement signed by both the parties. Such extension letter's validity should be a maximum period of one year.

- **Rate Escalation:**

- Sales staff is also responsible to get a minimum annual escalation between 5-10% on all the existing rates at the time of renewal or extension of the agreement.
- In case if the annual rate of escalation is below 7.5% or the rate escalation is restricted only to few services. In this case Sales Staff need to take approval from his/her HOD's prior to giving commitment to the client.

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			5 of 9

c) If there is any deviation or client denial on escalation, the respective sales person must take approval from VP-Sales.

A) Customer Information and Rate Sheet to ACCOUNTS DEPT:

- Accounts will do the Customer setup and commercial updation in TOBAS & Tally
- TAT: within 24 hours from the time of receipt of CIF information

B) Pickup Work Book, Scope of Work, Authorization to OPERATION DEPT:

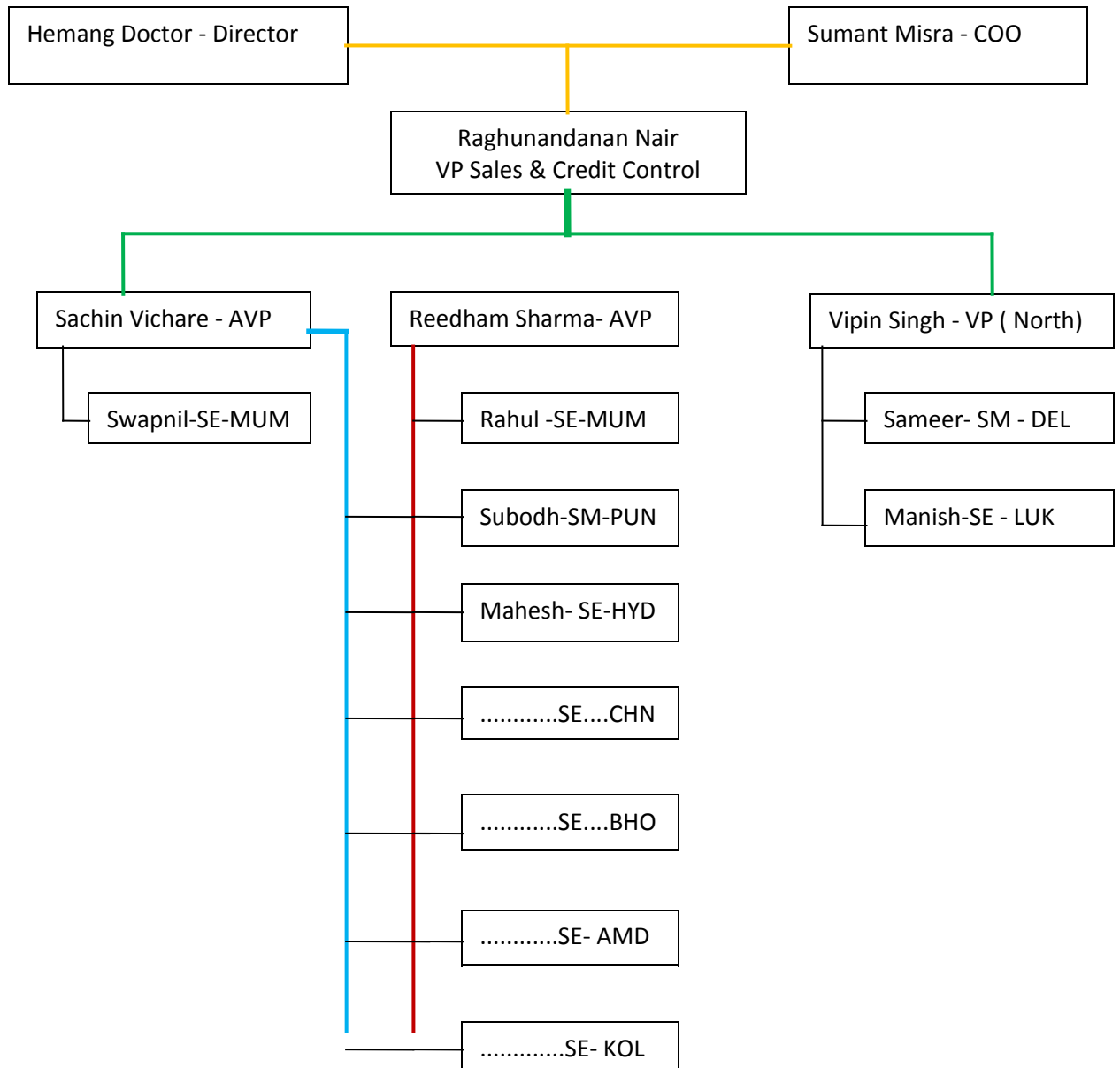
- Operation will schedule pickup and inform the schedule to the Customer and OEC Sales Staff
- TAT: Within 24 hours from the time of receipt of duly filled CIF.

C) Agreement to LEGAL DEPT:

- Sales Staff will send the draft agreement to the Customer.
- TAT: within 2 working hours from the time of getting information.
- Customer revert will be handover to Legal and finalization of agreement terms will be done by Legal. In case if require to refer OEC's solicitor, the agreement to be referred to the Solicitor.
- TAT FOR COMPLETION OF AGREEMENT: 15 days from the date of receipt of complete and correct CIF.
- Pickup of documents can commence immediately after updation Customer details in System, but Services will start only after signing agreement.

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			6 of 9

SALES STRUCTURE



DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			7 of 9

SALES AREA TO APPROACH:

- 1) Sales & Key Accounts Management (KAM) is equally distributed between 3 Sales Heads and all of them **directly report to Mr. Raghunandan Nair - VP- Sales & Credit Control;**

- **East, South & West : Mr. Sachin Vichare, Mr. Vipin Singh & Ms. Reedham Sharma - Direct Reporting to Mr. Raghunandan Nair.**

The KAM clients are distributed equally and each one has to take care of their clients in all aspects;

- **Responsibilities:**
- Recruitment of Sales staff, training and nurturing them to make perfect and productive sales force.
 - Ensure minimum 80% penetration in the market as a part of brand building.
 - Strict implementation of Daily Sales Reports and give necessary instructions to the team day-to-day basis on their report.
 - Concentration in acquiring Fresh Business and mining existing clients for Records Management, Digitization, process, DMS, Vault Storage and Media Storage.
 - Regular/Periodic meeting with the KAM clients and regular follow-up with fresh clients.
 - Achieve self revenue targets and help respective sales staff to meet their targets.
 - Sales person is responsible for solving the issues/ queries related to services and also collection in case if requested by Collection Team.
- **Sales Approach and Tag clients**
- No sales person will approach the clients which are allocated to another Sales person
 - In case of meeting a new client (other than PSU's) by any Sales person it must be intimated to Mr. Raghunandan Nair and he will allot the client either to Mr. Sachin/Ms. Reedham/ Mr. Vipin Singh
 - East, West & South Region Sales staff will report to Mr. Sachin & Ms. Reedham Sharma and Sales staff will send SPANCO to both of them.

Best Practices & Recommendations

- Sales Head's need to submit branch wise monthly projection of box inflow to HOD of Sales in beginning of the month and HOD Sales to send it to Operation Head after consolidating the projections.
- Respective Sales Head keep strict vigil on the regular inflow of box from the existing Customer.

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			8 of 9

- If any stoppage or volume reduction in regular box inflow, Branch Manager must alert the Sales person immediately and he/she need to rush to the Customer to find out the reason for the stoppage or volume reduction and re-start the flow.
- Sales person will be sole responsible for retaining Customer.
- Support functions need to ensure to give immediate attention & support to Sales as and when required.
- Branch Managers need to meet the Customers regularly to keep them confident on our services.

Reports & Meetings

Reports

#	Name of Report	Details	Frequency
1.	SPANCO	Sales Report	Daily
2.	Call Summary		Weekly
3.	Sales Pipeline		Fortnightly
4.	Box Inflow Summary VS Projections		Once in 10 days (10th/20th/30th)

All Reports must send to their immediate Reporting Head and consolidated report will send to their respective HOD

Meetings

#	Name of Meeting	Schedule	Remarks
1.	Video Conferencing / Tele call	10th & 25th of every month	(If 10th & 25th is falling on Holidays, it will be conducted on next working day).
	<u>Participants:</u> HOD and Mr. Vipin Singh.		

Minutes of the Meeting will be published to Sales Head on the same day itself.

Monthly Review Meeting

- Monthly Review Meeting.
- VPs & AVPs need to prepare and submit their Presentation PPT 2 days prior to the date of MRM.
- The PPTs should be short and informative on Sales Achievement and Sales in pipeline etc.

Check Points

- SALES staff must attend their respective office well on time.

DEPARTMENT	OEC-SAL-SP-P-01	ISSUE DATE	REVISION #
SALES	SALES POLICY AND PROCESS	2016-05-12	1.0*
			PAGES
			9 of 9

- Attendance for salary will be taken only from Bio-Metric System and No manual attendance will be accepted.
- If any Staff is going directly to the field need to send mail to their immediate Reporting Head marking Cc to HR.
All such mail must contain the details of the meeting and its Location & schedule etc.
- Minimize overall operation expenses of Sales Staff.

Expenses and Reimbursements

- No undue benefits to pass to prospect/client in any business/sales
- No commitments of benefits will be given to Prospect/client by Sales staff
- All vouchers to be claimed for genuine travel or sales related activities.
(Refer to reimbursement policy)
- No use of indecent language (either on mail or during meetings)
- No usage of tobacco/pan/cigarette when sales staff visits prospects
- All expenses reimbursements to be claimed strictly on weekly basis, failing which (without genuine reason) it will not pass.

ENCLOSURES

Spanco / Projection & Projection VS Achievement

INCENTIVE/KRA STRUCTURE

MATRIX OF PAYOUT OF KRA FOR THE FY 2016-17		
Target: 15% Growth on last Financial Year's Revenue	% age KRA	%age of KRA Payouts
Point 1 (i.e., 15 % growth)	Fixed	
Revenue achievement is below 8%	80%	NIL
Revenue achievement $\geq 8\%$ of the set target $\leq 12\%$		50%
Revenue Achievement is $\geq 12\%$ and $< 15\%$		90%
Revenue Achievement = 15%		105%
Revenue Achievement is $> 15\%$ and $< 17.5\%$		125%
Revenue Achievement is $> 17.5\%$ and $< 20\%$		150%

TARGET FOR NEWLY RECRUITED STAFF:

First 3 months will be considered as gestation period for the newly recruited staff and Target achievement is not applicable during these 3 months time. However, the staff Work hard and must develop good sales pipeline during gestation period.