Sales & Marketing-CM 219, Eastern court Corporate Office, New Delhi-1 Tel No 23326544, Fax 23326545 ddg_sales@bsnl.co.in



F.No. 10-16/2010/SCM-CM

Dated: 11.10.2013

To

The Chief General Manager All Telecom Circles/Districts BSNL

Subject: Performance Monitoring of CMT staff.

Concept of Channel Management Team exists under Project Vijay to monitor performance of franchisees and retailers. Various incentive schemes for the CMT members are approved by this office for their effective operation. The latest scheme for reimbursements, facilities, awards and incentives for Sales Teams has been approved by Corporate Restructuring Cell vide letter No. 4-20/2009-Restructuring, dated 02-09-2013 valid for the period from 01-04-2013 to 31-03-2014.

However, it is observed that performance of CMT staff itself is not being watched and hence performance of Franchisees and Retailers is far from satisfaction. As strong sales network is a key to growth of new connections & revenue on sustainable basis, it is necessary to monitor the performance of CMT staff effectively.

Circles are requested to apply carrot and stick policy for officials working as CMT (FMs, RMCs & RMs). The worst performing ones be shifted out to non-comfortable areas and the best performers be rewarded and honoured by way of appreciation letters and awards.

It is also requested that the performance data of CMT members upto 30-09-2013 may be sent to this office in the formats attached on mail-id project.vijay.pmo@gmail.com by 20th Oct'2013.

Encl: As Above

Upendra Bakolia Addl. GM(S&M)-CM

Performance Sheet

HM Performance Monitoring as per Incentive Scheme

S.Mo				Total Number	Active POS from	KPA Values in %				
	SSA	Name of FM	Name of				Recharge in Rs.	Natailar Billad* (No.of	000000	
		1	Franchisee	of Active PUS	Mar'2013	(Sale/Target)	(Sale/Target)	retailer billed/ larget)	value	
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^{*} Retailer would be counted as billed with a minimum billing value of Rs.500 during the month, as visible in Sancharsoft

RIVIC Performance Monitoring as per Incentive Scheme

					KPA Values in %				
SSA	SSA Name of RMC Active POS from No. of SIMs Recharge in Rs. RM (No. of SIMs Recharge in Rs.		Validation Vicits with RM (No. of validation visit done/ lotal nos. of RM)	Average KPA value					
						AND			
	AZZ	SSA Name of RMC	SSA Name of RMC	SSA Name of RMC	SSA Name of RMC Active POS from	SSA Name of RMC Active POS from No. of SIMs	SSA Name of RMC Name of Total Number Inc./Dec. in Primary Sales for Primary Sales Active POS from No. of SIMs Recharge in Rs.	SSA Name of RMC Name of Total Number Inc./Dec. in Primary Salec for Primary Salec Walidation Vicits with Active POS from No. of SIMs Recharge in Rs. Walidation visit done/lotal nos. of	

RM Performance Monitoring as per Incentive Scheme

(80-3	у	83 3	9		KPA Values in %					
S.No	SSA Namo	Name of FM	Name of	Total Number	Inc./Dec. in Active POS from	Primary Sales for No. of SIMs	Primary Sales Recharge in Rs.	Retailer Visited (No.of	Retailer Created (No. of retailers created/Total	Average KPA	
			Franchisee	of Active POS	Mar'2013	(Sale/Target)	(Sale/Target)	retailers visited/Target	retailer already assigned)	value	

SSA Sales Head Performance Monitoring as per Incentive Scheme

(8)						KPA Values in %					
S.No	SSA	Name of FM	Name of	Total Number	Inc./Dec. in Active POS from	No. of SIMs	Created retailers No. of SIMs Recharge in Rs. created retailers		Created (No. of retailers created/Total retailer already	Average KPA	
			Franchisee	of Active POS	Mar'2013	(Sale/Target)	(Sale/Target)	retailer billed/Target)	assigned)	value	

^{*} Retailer would be counted as billed with a minimum billing value of Rs.500 during the month, as visible in Sancharsoft