

Sales & Marketing-CM

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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

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

RM Performance Monitoring as per Incentive Scheme

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

SSA Sales Head Performance Monitoring as per Incentive Scheme

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

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