



# Telemarketing Sales Target & Incentive Plan



A comprehensive overview of monthly targets, activity metrics, service contributions, and reward structures for telemarketing executives.

# Monthly Sales Target Breakdown

Individual sales expectations structured across different timeframes to ensure consistent daily progress.

INDIVIDUAL TARGET (MONTHLY)



₹2,33,333

WEEKLY TARGET



₹58,000

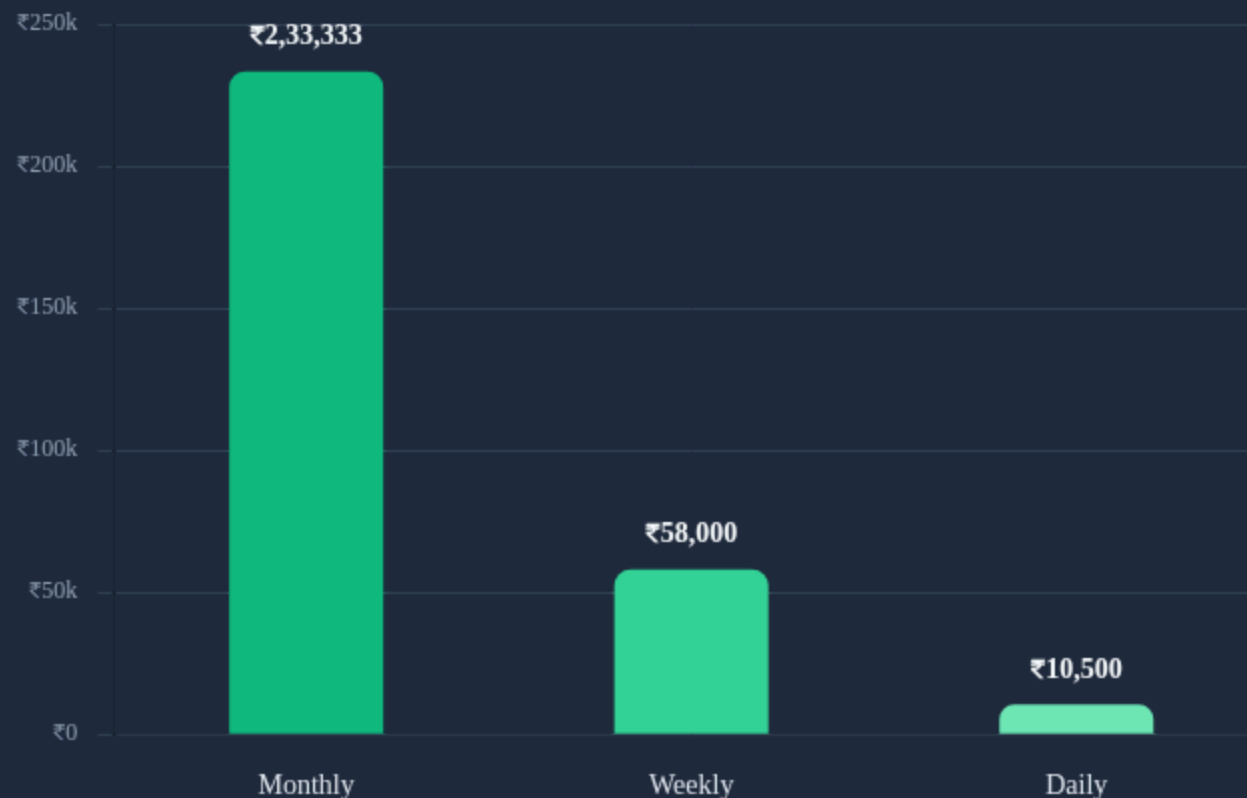
DAILY TARGET (22 WORKING DAYS)



₹10,500

## Target Volume Comparison

Visual representation of revenue expectations



# Service Contribution Targets

Breakdown of the required revenue generation across our three core service categories.



**WEB DESIGNING**  
Primary Driver

**₹93,000**



**BRANDING**  
Core Service

**₹70,000**

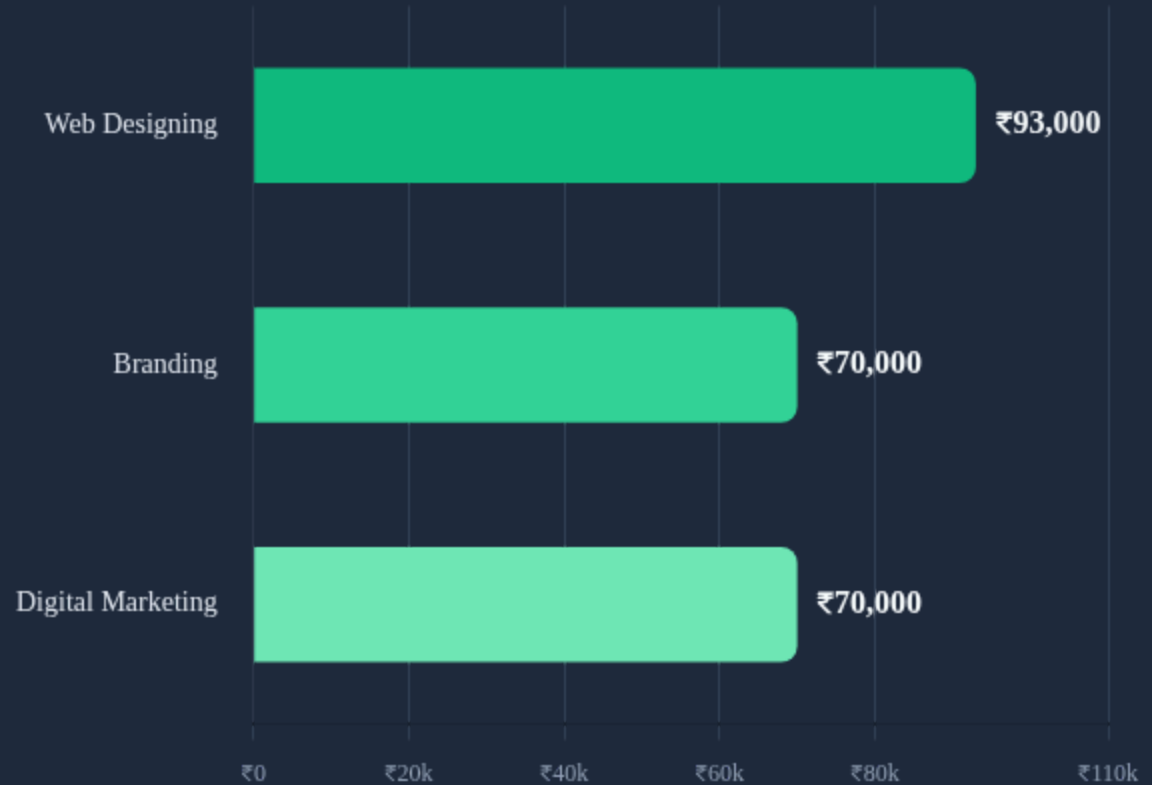


**DIGITAL MARKETING**  
Core Service

**₹70,000**

## Contribution Distribution

Horizontal comparison of target revenues by service type





## ACTIVITY TRACKING

# Activity Targets & Metrics

Core daily and weekly performance benchmarks designed to build a healthy sales pipeline and ensure consistent revenue achievement.

### Daily Updates Required

All activities must be logged and updated in the Sales Tracker on a daily basis to qualify for performance evaluations and incentives.



CALLS PER DAY

**80 – 100**

Outbound connecting calls



LEADS PER DAY

**10 – 15**

Qualified prospects generated



CONVERSIONS / WEEK

**2 – 4**

Successfully closed deals



AVERAGE DEAL SIZE


**₹20k – ₹50k**

Target revenue per closure

# Incentive Plan Structure

## ✓ Eligibility Criteria

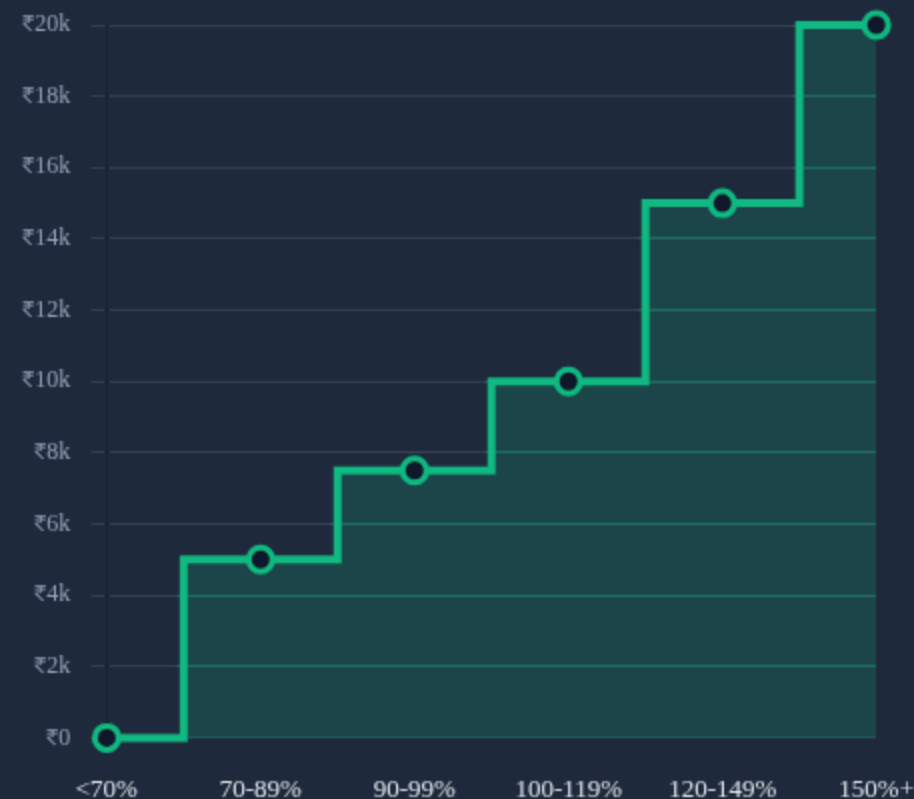
Minimum 70% of target (₹1,60,000) must be achieved to qualify.  
A minimum of ₹5,000 is guaranteed upon reaching eligibility.

 **Maximum Cap:** The maximum monthly regular incentive eligible is capped at ₹20,000.

ACHIEVEMENT %	REVENUE RANGE	INCENTIVE
Below 70%	< ₹1,60,000	No incentive
70% – 89%	₹1.6L – ₹2.1L	₹5,000
90% – 99%	₹2.1L – ₹2.3L	₹7,500
100% – 119%	₹2.3L – ₹2.75L	₹10,000
120% – 149%	₹2.75L – ₹3.5L	₹15,000
150%+	₹3.5L+	₹20,000+

## Incentive Step Progression

Reward scaling based on target achievement

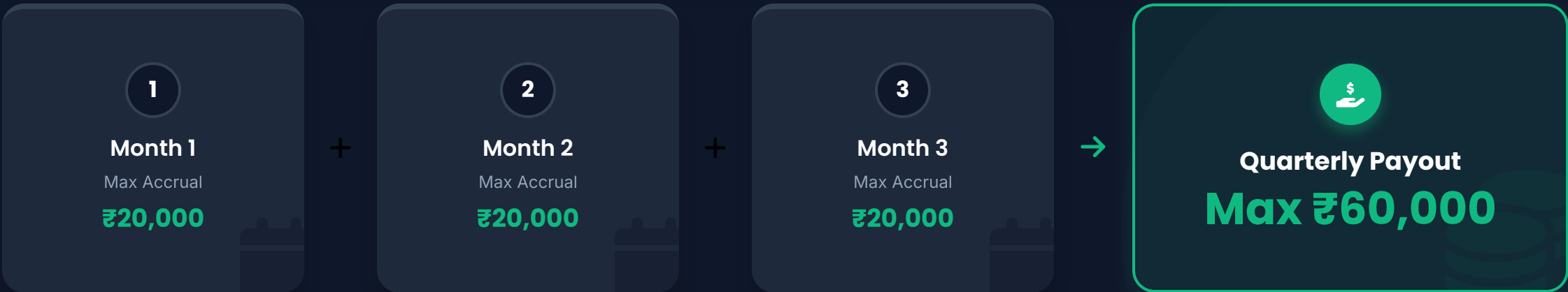



# Quarterly Payout Structure


Regular incentives are tracked monthly but accumulated and disbursed on a 3-month quarterly cycle.


<b>FISCAL YEAR:</b>	<b>Q1</b> Apr, May, Jun 2026	<b>Q2</b> Jul, Aug, Sep 2026	<b>Q3</b> Oct, Nov, Dec 2026	<b>Q4</b> Jan, Feb, Mar 2027
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 **Quarterly Maximum Cap Rule**  
The total regular incentive eligible for payout is strictly capped at **₹60,000 for the entire 3-month period**. This is based on the maximum monthly cap of **₹20,000 per month**.



 **Payment Timing**  
Incentive will be settled next quarter on or before the 15th.

 **Collection Basis**  
Incentive will be released only on collection basis (invoice must be closed).

 **Eligibility Clarification**  
Additional bonuses are eligible monthly; regular incentive is quarterly.

# Additional Bonuses & Rewards

Maximize your earnings by taking advantage of these special performance bonuses designed to reward exceptional speed, volume, and high-value closures.



## Fast Closure

SPEED BONUS

₹500

Per deal closed successfully within **24 hours** of lead assignment.

ⓘ Min. deal size: ₹15,000



MONTHLY

## Top Performer

VOLUME LEADER

₹5,000

Awarded to the executive with the **highest total revenue** for the month.

ⓘ Requires **20% retail revenue** on assigned target



## Highest Deal

VALUE BONUS

₹3,000

Reward for closing the **single largest deal among the team** in a month.

ⓘ Min. deal size: ₹25,000









### IMPORTANT

Additional Bonuses are eligible and paid **MONTHLY** (unlike regular incentives which are paid quarterly). All bonuses will be released strictly on a **collection basis** (invoice must be closed).

# Key Responsibilities & KPIs





## Key Responsibilities

Daily operational tasks for telemarketing executives

-  Cold calling
-  Make outbound calls to assigned leads
-  Explain services clearly and professionally
-  Close deals or schedule meetings
-  Maintain proper follow-ups
-  Update all activities in Sales Tracker daily

## Performance Metrics

Core KPIs used to evaluate success and incentives

-  **Daily call volume**
-  **Conversion rate**
-  **Monthly revenue achieved**
-  **Follow-up effectiveness**

# Terms & Conditions

Essential rules regarding eligibility, settlement timing, and requirements for incentive validation.



## Client Eligibility

The standard incentive structure is applicable strictly for **NEW clients** acquired.



## Recurring Business Rules



### Eligible

Only **Branding** revenue is considered.



### Not Eligible

**Web Design & Digital Marketing** NOT considered.



## Quarterly Settlement

Eligible regular incentives will be calculated and settled on a **quarterly basis**.



**Paid next quarter on/before 15th**



## Collection Basis

Incentives are strictly released only on a **collection basis**.



**Invoice must be fully closed**




## Payout Frequency

Additional Bonuses

**Monthly**

Regular Incentive

**Quarterly**

 **Note:** If invoice is not closed within 2 quarters, client will be treated as dropped and same client not eligible for incentive.



# New Clients vs Recurring Business

Comparison Criteria	New Clients	Recurring Business
Service Eligibility: Branding	Eligible	Eligible
Service Eligibility: Web & Digital <small>Web Design &amp; Digital Marketing</small>	Eligible	NOT Eligible
Incentive Structure	Full tiers applicable	Applies to Branding revenue only
Monthly Maximum Cap	Max ₹20,000	Shared within standard ₹20K cap
Quarterly Maximum Cap	Max ₹60,000	Shared within standard ₹60K cap
Settlement Timing	Quarterly (Next Qtr by 15th)	Quarterly (Next Qtr by 15th)
Collection Basis	Invoice must be closed	Invoice must be closed