

INCENTIVE MANAGEMENT SYSTEM



The life-blood of any business is customers, or therefore, sales.

Like all sales-driven businesses, your incentive plans are designed to motivate your sales team to hit their targets consistently. The rewards may be monetary or non-monetary recognition, but one thing is clear. It is a complex endeavor to design plans that properly align with your business objectives, coupled with the fact that sales figures are often stored in diverse systems across your enterprise, especially when you cover product types such as consumer goods, credit cards, memberships, loans, equities, and others.

Managing the plans and payouts need not be a manually intensive fine art of apportioning in worksheets. **IT CAN BE AUTOMATED!**



FACTORS AFFECTING INCENTIVE PAYOUTS

Plans Must Account For:

- **Geographic Demand** — some areas are a “harder sell”.
- **Seniority & Roles** — sales veterans cannot be measured the same as junior sales people.
- **Seasonal Demands** — demand over different times of the year fluctuate.
- **Product Demand** — some products are “easier” to sell than others.
- **Lifecycle** — certain products take a longer time to close e.g. loans.

INCENTIVE MANAGEMENT SYSTEM (IMS) manages the definition of incentive plans and payout for your enterprise.

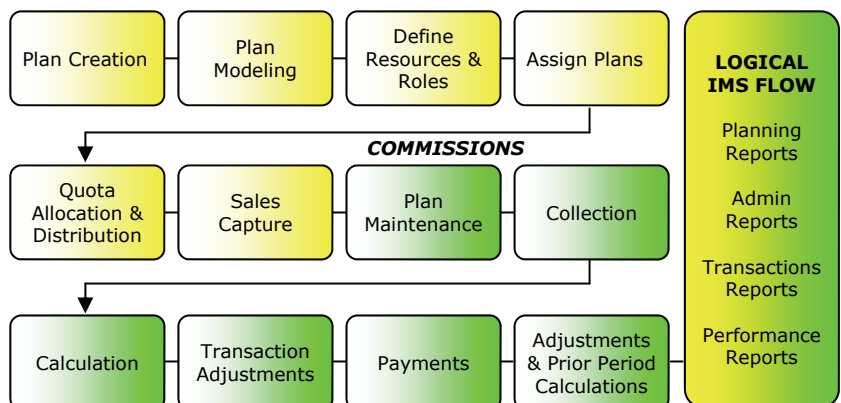
It supports the lifecycle of an incentive payout from plan definitions, plan modeling, sales activities tracking, up to the eventual disbursement. IMS is a multi-user, multi-product, multi-location, multi-tier, multi-season enterprise incentive management system.

It is implemented on Microsoft technology platforms to reduce your cost of deployment.



WHAT IS A PLAN?

Defines Qualifying Criteria	The absolute units, volumes, or values for each product type.
Defines Sales Population	Personal sales, team sales, or subordinates’ sales.
Defines Payment Tiers	Per unit or percentage of value sold, in a simple or graduated scale.
Defines Payment Intervals	Weekly, Monthly, Quarterly, Semi-annual, or Annual.
Defines Units of Measurement	Units, Gross Values, Net Values, Profits, or Volumes.
Defines Measurement Period	The period in which sales will taken into account for incentive computation.



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KEY FEATURES

Multi-Product

IMS has been used for the incentive payout for:

- ◆ Credit card approvals, and retentions.
- ◆ Mortgage approvals, and drawdowns.
- ◆ Banking accounts such as fixed deposits, savings, current, FX, and others.
- ◆ Club memberships.
- ◆ Finders-fee arrangements for new businesses.

Multi-Quota

Sales targets are key performance indicators of a sales person's performance. These quotas drive the payout rates of incentive payments. Quotas may be set for different targets per sales agent per product type per period.

Multi-Measurement Support

Measures how a product is to be incentivized:

- ◆ By unit sales.
- ◆ By gross value sales.
- ◆ By revenue sales.
- ◆ Any other measurements as needed by the organization as specified by you.

Agency Recruitment Lifecycle

Managing sales activities across a wide range of departments and business units is supported. Comprehensive personnel employment movements that impact the incentive computations are also tracked. These activities include:

- ◆ Recruitment.
- ◆ Transfers.
- ◆ Suspensions and reactivations.
- ◆ Resignations.

Organizational Structure

Sales people may be teamed into different organizational structure. A team, consisting of one or more sales persons, may be classified according to:

- ◆ Different departments.
- ◆ Different sales channels.
- ◆ Different sales business units.
- ◆ Different territory coverage.

Each combination thereof attracts different incentive plans and payout.

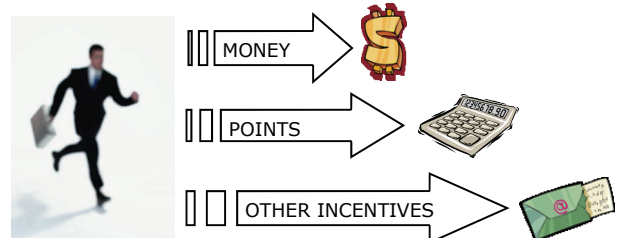
Performance Management

Manages the performance of sales personnel for any given period.

- ◆ Related to quota management.
- ◆ Tracks customer-assigned performance grading structure.
- ◆ Tracks multi-quota assigned to agents.
- ◆ Supports weighted average of performance grading.

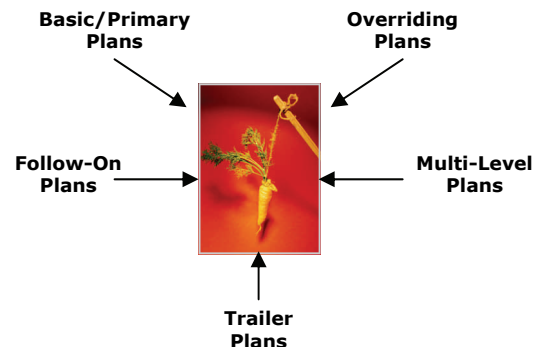
Flexible Instrument Payout

Although monetary benefits form the most common payouts, other forms of incentives are also possible, e.g., points or other equivalent remuneration, can be introduced as the primary and/or supplementary incentive benefits.



Diverse Range Of Plans

Various types of plans are supported, and one or more of each type may be in effect at any one time, for any one or more product. The possibilities are limitless!



Multi-LifeCycle

A sale is tracked from its closing to its delivery e.g. a mortgage sales commences at application, and completes when it is either rejected, or completely drawn-down. Each state may be incentivized or penalized as needed:

- ◆ Pay by submissions.
- ◆ Pay by approvals.
- ◆ Pay by acceptances.
- ◆ Pay by draw downs.
- ◆ Penalize by redemptions.
- ◆ Penalize by defaults.
- ◆ Penalize by rejections.

These states are custom definable.

KEY FEATURES



Multi-Roles Support

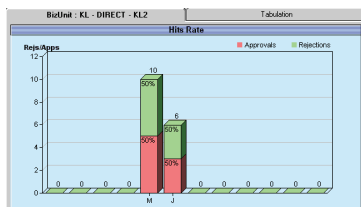
Different organization roles, ranks or tiers may determine the payout of incentives.

- ◆ Sales Executives.
- ◆ Team Managers.
- ◆ Sales Managers.
- ◆ Senior Sales Managers.
- ◆ Directors.

Scenario Analysis

Tracks sales persons' acquisition cost per account and the total payout. This allows organizations to perform "what-if" planning scenarios, e.g., to forecast seasonal sales patterns, or even to determine the expected payout when plans are "tweaked".

All inquiry results are displayed in tabular and graphical representations for users ease of reference.



Reporting Facilities

A wide range of reporting facilities are supported. Some of the common reports supported in IMS includes:

- ◆ Comprehensive commission reports.
- ◆ Comprehensive performance reports.
- ◆ Comprehensive HR statistical reports.
- ◆ Extensible data extractions.
- ◆ Extensible reporting, e.g., crystal reports.

External Interfaces

To ensure IMS works for any sales organizations, design considerations supports IMS interactions with some of the common customers systems:

- ◆ Sales Force Management Systems.
- ◆ Payroll systems.
- ◆ Primary sales management systems.

Interactions with these systems can be via a wide range of communication protocols, e.g., ODBC, message-based middleware, files or exchange of system based messages.

Please contact us today for more information or a product presentation.

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